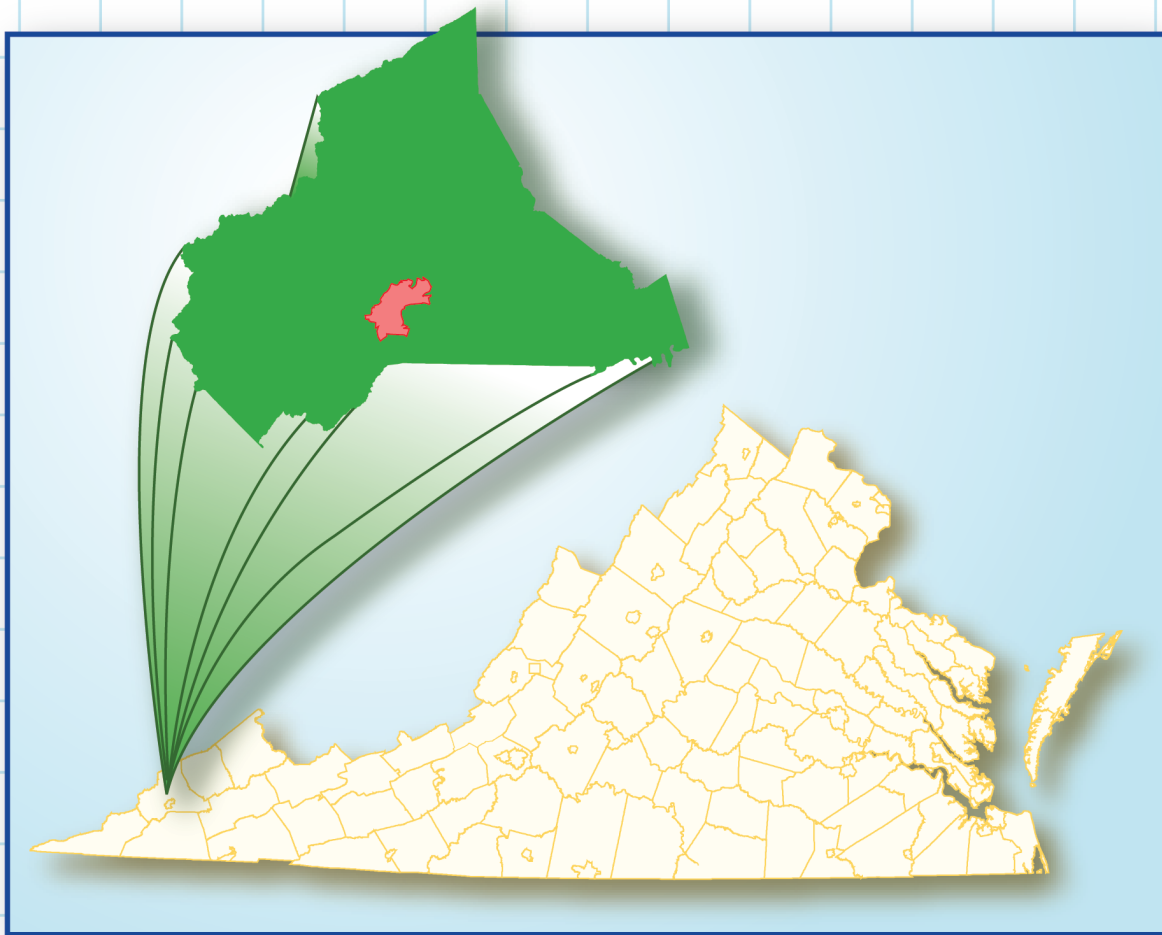


Virginia

# COMMUNITY PROFILE

Norton city



Virginia Employment Commission

703 East Main Street • Richmond, Virginia 23219

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*Last updated: 6/22/2019 3:27:38 AM*

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## I. Introduction

This report provides a community profile of Norton city. It is intended to complement the information found in our Virginia Workforce Connection application, which can be accessed online at:

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)

The report is divided into three major sections. The first contains a profile of regional demographic characteristics and trends, the second supplies similar information for the regional economy, and the third provides a profile of regional education characteristics.

## II. Demographic Profile

### Overview

This Demographic Profile provides an in-depth analysis of the population in Norton city. Most of the data is produced by the U.S. Census Bureau, and includes demographic characteristics such as age, race/ethnicity, and gender.



### Related Terms and Definitions

#### Ability to speak English

For people who speak a language other than English at home, the response represents the person's own perception of his or her ability to speak English. Because census questionnaires are usually completed by one household member, the responses may represent the perception of another household member.

#### Age

The age classification is based on the age of the person in complete years as of April 1, 2010. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

#### Gender

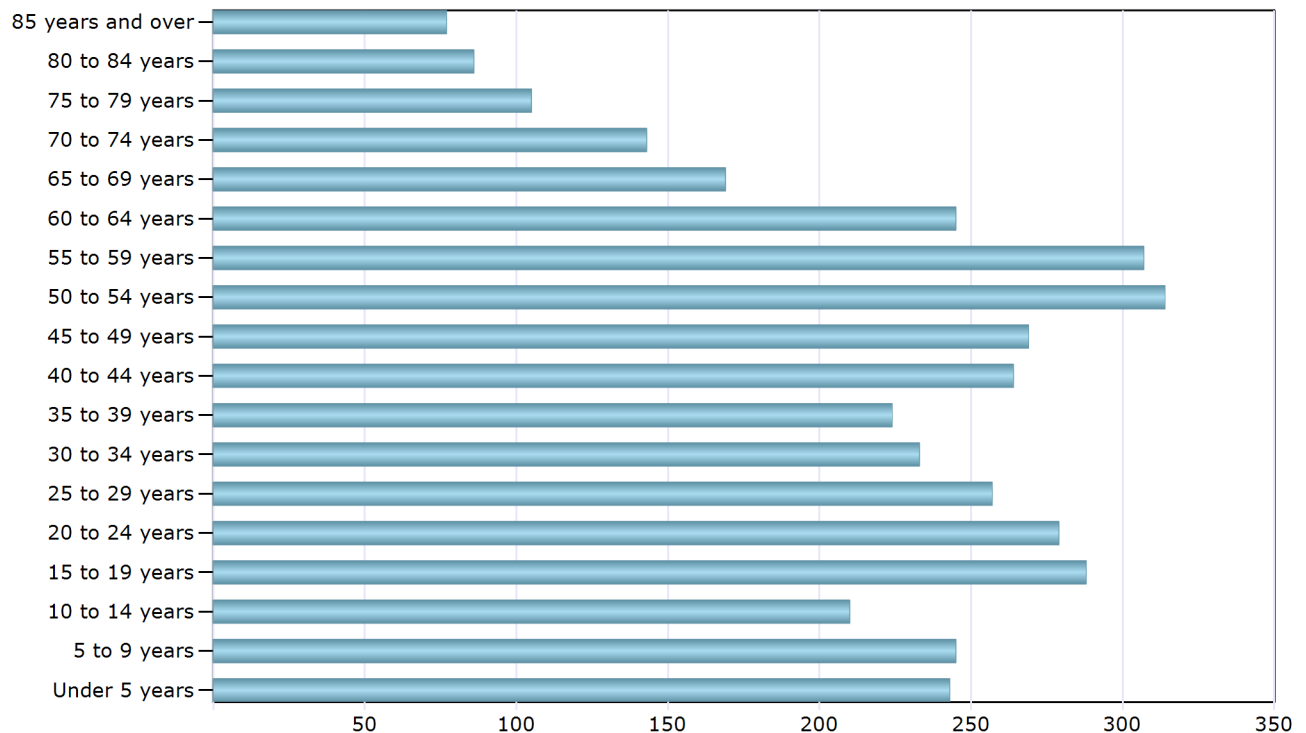
The data on gender were derived from answers to a question that was asked of all people. Individuals were asked to mark either "male" or "female" to indicate their gender. For most cases in which gender was not reported, it was determined by the appropriate entry from the person's given (i.e., first) name and household relationship. Otherwise, gender was imputed according to the relationship to the householder and the age of the person.

#### Race

The concept of race as used by the Census Bureau reflects self-identification by people according to the race or races with which they most closely identify. The categories are sociopolitical constructs and should not be interpreted as being scientific or anthropological in nature. Furthermore, the race categories include both racial and national-origin groups.

**Please note:** In the past, our population by race/ethnicity data has always excluded the Hispanic ethnicity from each race category. Starting in January 2013, each race category now includes all ethnicities.

## Population by Age



|                          | Norton city  | Virginia         | United States      |
|--------------------------|--------------|------------------|--------------------|
| <b>Under 5 years</b>     | 243          | 509,625          | 20,201,362         |
| <b>5 to 9 years</b>      | 245          | 511,849          | 20,348,657         |
| <b>10 to 14 years</b>    | 210          | 511,246          | 20,677,194         |
| <b>15 to 19 years</b>    | 288          | 550,965          | 22,040,343         |
| <b>20 to 24 years</b>    | 279          | 572,091          | 21,585,999         |
| <b>25 to 29 years</b>    | 257          | 564,342          | 21,101,849         |
| <b>30 to 34 years</b>    | 233          | 526,077          | 19,962,099         |
| <b>35 to 39 years</b>    | 224          | 540,063          | 20,179,642         |
| <b>40 to 44 years</b>    | 264          | 568,865          | 20,890,964         |
| <b>45 to 49 years</b>    | 269          | 621,155          | 22,708,591         |
| <b>50 to 54 years</b>    | 314          | 592,845          | 22,298,125         |
| <b>55 to 59 years</b>    | 307          | 512,595          | 19,664,805         |
| <b>60 to 64 years</b>    | 245          | 442,369          | 16,817,924         |
| <b>65 to 69 years</b>    | 169          | 320,302          | 12,435,263         |
| <b>70 to 74 years</b>    | 143          | 229,502          | 9,278,166          |
| <b>75 to 79 years</b>    | 105          | 173,929          | 7,317,795          |
| <b>80 to 84 years</b>    | 86           | 130,801          | 5,743,327          |
| <b>85 years and over</b> | 77           | 122,403          | 5,493,433          |
|                          | <b>3,958</b> | <b>8,001,024</b> | <b>308,745,538</b> |

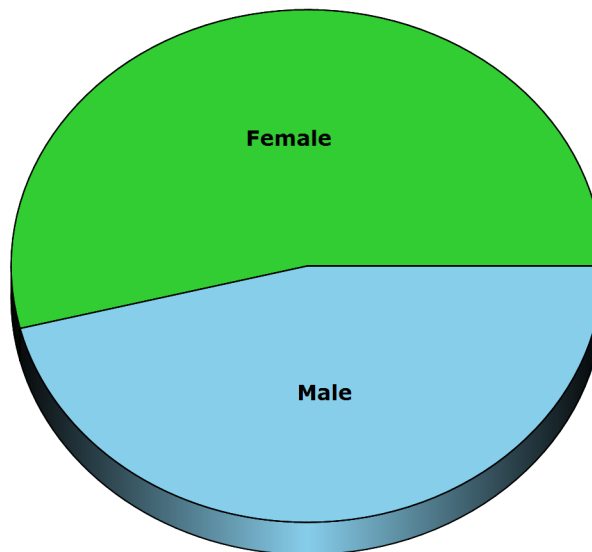
Source: 2010 Census.

## Population by Race/Ethnicity

|                                      | Norton city | Virginia  | United States |
|--------------------------------------|-------------|-----------|---------------|
| <b>Total</b>                         |             |           |               |
| Total Population                     | 3,958       | 8,001,024 | 308,745,538   |
| <b>Race</b>                          |             |           |               |
| White                                | 3,510       | 5,486,852 | 223,553,265   |
| Black or African American            | 250         | 1,551,399 | 38,929,319    |
| American Indian or Alaska Native     | 5           | 29,225    | 2,932,248     |
| Asian                                | 56          | 439,890   | 14,674,252    |
| Native Hawaiian/Pacific Islander     |             | 5,980     | 540,013       |
| Other                                | 42          | 254,278   | 19,107,368    |
| Multiple Races                       | 95          | 233,400   | 9,009,073     |
| <b>Ethnicity</b>                     |             |           |               |
| Not Hispanic or Latino (of any race) | 3,890       | 7,369,199 | 258,267,944   |
| Hispanic or Latino (of any race)     | 68          | 631,825   | 50,477,594    |

Source: 2010 Census.

## Population by Gender

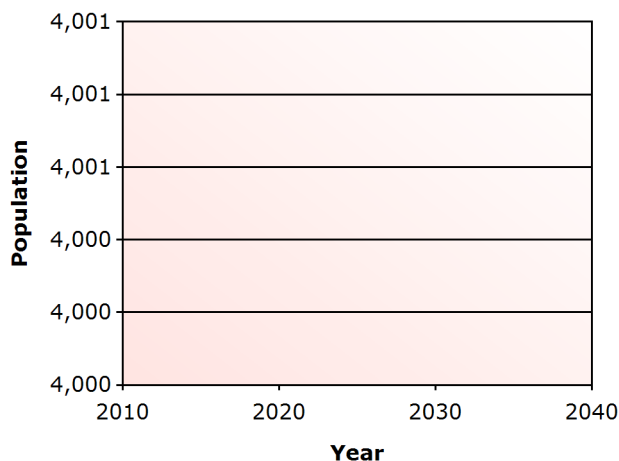


|               | Norton city  | Virginia         | United States      |
|---------------|--------------|------------------|--------------------|
| <b>Male</b>   | 1,824        | 3,925,983        | 151,781,326        |
| <b>Female</b> | 2,134        | 4,075,041        | 156,964,212        |
|               | <b>3,958</b> | <b>8,001,024</b> | <b>308,745,538</b> |

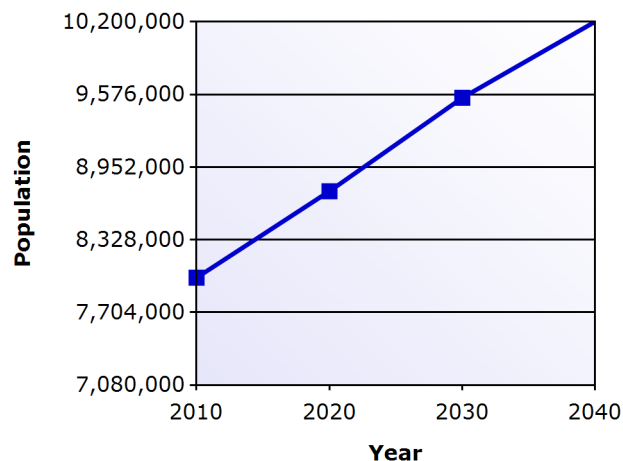
Source: 2010 Census.

## Population Change

Norton city



Virginia



|      | Norton city | (% change) | Number Change | Virginia   | (% change) |
|------|-------------|------------|---------------|------------|------------|
| 2000 | 3,904       |            |               | 7,079,030  |            |
| 2010 | 3,958       | 1.38 %     |               | 8,001,024  | 13.02 %    |
| 2020 | 3,928       | -0.76 %    |               | 8,744,273  | 9.29 %     |
| 2030 | 3,928       | 0.00 %     |               | 9,546,958  | 9.18 %     |
| 2040 | 3,875       | -1.35 %    |               | 10,201,530 | 6.86 %     |

Source: U.S. Census Bureau, Weldon Cooper Center for Public Service.

## Did you know...

you can log on to our website today and see population counts from each Decennial Census all the way back to 1900? Looking for annual population estimates? We have those too, all the way back to the 1970s!

For this data and more, visit us on the web at:

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)

United States™  
Census  
2010



| Number<br>Change |
|------------------|
|                  |
|                  |
|                  |
|                  |

## Population Projections by Age and Gender

|                          | 2020         |              | 2030         |              | 2040         |              |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                          | Female       | Male         | Female       | Male         | Female       | Male         |
| <b>Under 5 years</b>     | 126          | 106          | 128          | 107          | 126          | 106          |
| <b>5 to 9 years</b>      | 118          | 115          | 122          | 119          | 123          | 120          |
| <b>10 to 14 years</b>    | 120          | 130          | 117          | 126          | 118          | 127          |
| <b>15 to 19 years</b>    | 150          | 117          | 145          | 113          | 149          | 116          |
| <b>20 to 24 years</b>    | 115          | 126          | 139          | 153          | 134          | 147          |
| <b>25 to 29 years</b>    | 149          | 143          | 140          | 134          | 135          | 129          |
| <b>30 to 34 years</b>    | 104          | 110          | 91           | 97           | 110          | 117          |
| <b>35 to 39 years</b>    | 136          | 98           | 157          | 113          | 146          | 106          |
| <b>40 to 44 years</b>    | 113          | 113          | 106          | 106          | 93           | 93           |
| <b>45 to 49 years</b>    | 139          | 108          | 148          | 115          | 169          | 132          |
| <b>50 to 54 years</b>    | 137          | 121          | 120          | 105          | 111          | 98           |
| <b>55 to 59 years</b>    | 148          | 121          | 139          | 113          | 146          | 120          |
| <b>60 to 64 years</b>    | 148          | 125          | 123          | 104          | 107          | 90           |
| <b>65 to 69 years</b>    | 143          | 101          | 126          | 89           | 119          | 84           |
| <b>70 to 74 years</b>    | 101          | 75           | 114          | 85           | 95           | 71           |
| <b>75 to 79 years</b>    | 74           | 44           | 105          | 62           | 92           | 54           |
| <b>80 to 84 years</b>    | 50           | 28           | 61           | 34           | 68           | 38           |
| <b>85 years and over</b> | 52           | 22           | 50           | 21           | 61           | 26           |
|                          | <b>2,123</b> | <b>1,803</b> | <b>2,131</b> | <b>1,796</b> | <b>2,102</b> | <b>1,774</b> |
|                          | <b>3,926</b> |              | <b>3,927</b> |              | <b>3,876</b> |              |

Source: Weldon Cooper Center for Public Service.

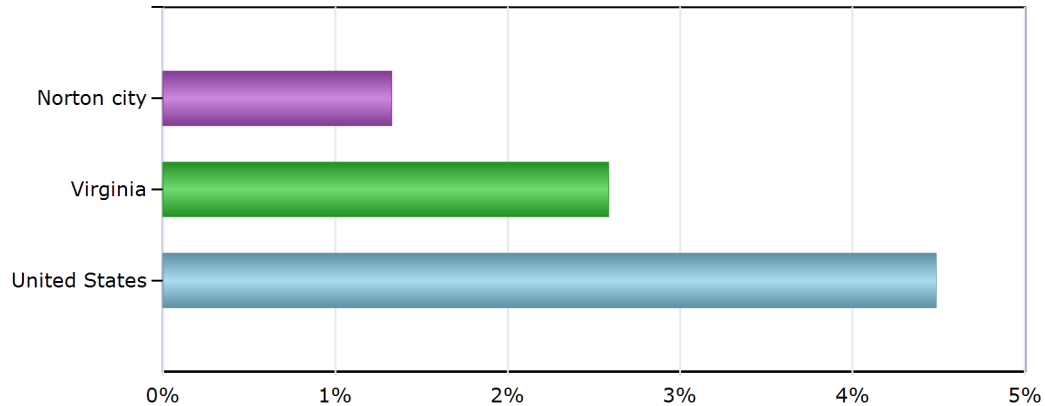
## Population Projections by Race/Ethnicity

|                                  | 2020  | 2030  | 2040  |
|----------------------------------|-------|-------|-------|
| <b>Total</b>                     |       |       |       |
| Total Population                 | 3,928 | 3,928 | 3,875 |
| <b>Race</b>                      |       |       |       |
| White                            | 3,320 | 3,172 | 2,940 |
| Black or African American        | 293   | 353   | 427   |
| Asian                            | 74    | 103   | 139   |
| Other                            | 135   | 147   | 157   |
| <b>Ethnicity</b>                 |       |       |       |
| Hispanic or Latino (of any race) | 106   | 153   | 212   |

Source: Weldon Cooper Center for Public Service.

## English Language Skills

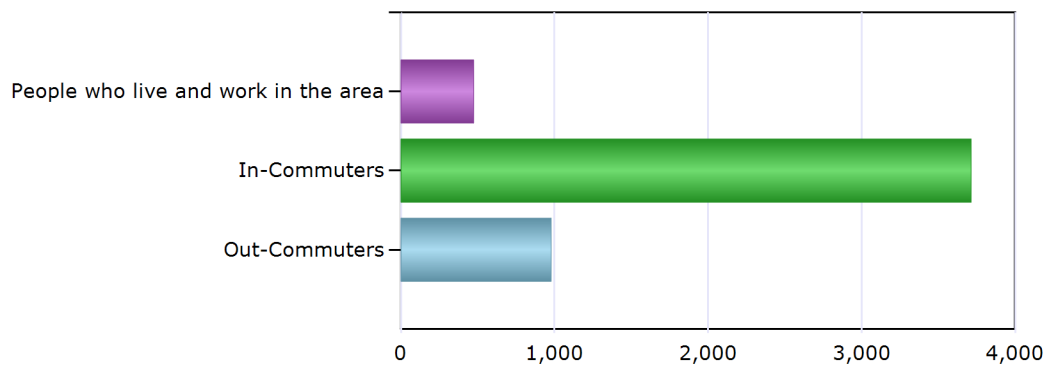
(Age 5 and over that speak English less than well)



|                      | Total       | Speak English less than well | Percent |
|----------------------|-------------|------------------------------|---------|
| <b>Norton city</b>   | 3,618       | 48                           | 1.33%   |
| <b>Virginia</b>      | 7,800,044   | 201,628                      | 2.58%   |
| <b>United States</b> | 298,691,202 | 13,400,003                   | 4.49%   |

Source: U.S. Census Bureau  
American Community Survey, 2012-2016.

## Commuting Patterns



| Commuting Patterns                                     |       |
|--|-------|
| People who live and work in the area                   | 473   |
| In-Commuters   | 3,713 |
| Out-Commuters  | 978   |
| Net In-Commuters<br>(In-Commuters minus Out-Commuters) | 2,735 |

Source: U.S. Census Bureau,  
OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

## Top 10 Places Residents are Commuting To

| Area                  | Workers |
|-----------------------|---------|
| Wise County, VA       | 465     |
| Washington County, VA | 55      |
| Tazewell County, VA   | 32      |
| Bristol city, VA      | 32      |
| Dickenson County, VA  | 28      |
| Lee County, VA        | 27      |
| Russell County, VA    | 25      |
| Scott County, VA      | 21      |
| Sullivan County, TN   | 18      |
| Buchanan County, VA   | 16      |

## Top 10 Places Workers are Commuting From

| Area                  | Workers |
|-----------------------|---------|
| Wise County, VA       | 1,502   |
| Lee County, VA        | 400     |
| Dickenson County, VA  | 375     |
| Russell County, VA    | 213     |
| Scott County, VA      | 123     |
| Washington County, VA | 121     |
| Sullivan County, TN   | 76      |
| Letcher County, KY    | 71      |
| Tazewell County, VA   | 51      |
| Smyth County, VA      | 51      |

Source: U.S. Census Bureau,  
OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

**Please Note:** Commuting patterns data is no longer produced from the Decennial Census. As an alternative, we are providing commuting data from the U.S. Census Bureau's OnTheMap application and LEHD Origin-Destination Employment Statistics program. Since this data is produced from an entirely different data set, it is not advisable to compare the new data with previously released commuting patterns. For more information about the OnTheMap application or the LEHD program, please visit the following website:

<http://lehd.ces.census.gov>

## III. Economic Profile

### Overview

The Economic Profile of Norton city consists primarily of data produced by the Virginia Employment Commission, U.S. Census Bureau, and the Bureau of Labor Statistics.



### Related Terms and Definitions

#### **Average Weekly Wage**

Computed as average quarterly wages divided by 13.

#### **Consumer Price Index (CPI)**

The Consumer Price Index measures the average change over time in the prices paid by urban consumers for a representative market basket of consumer goods and services.

#### **Local Employment Dynamics (LED)**

The Local Employment Dynamics Program at the Census Bureau, together with its state partners, provides employment information at the county, city, and Workforce Investment Area level. This information tracks workers in different industries by age and gender and provides statistics on job creation, separation, turnover, and wages.

#### **Quarterly Census of Employment & Wages (QCEW)**

A federal/state cooperative program that collects and compiles employment and wage data for workers covered by state unemployment insurance (UI) laws and the federal civilian workers covered by Unemployment Compensation for Federal Employees (UCFE). These data are maintained at the state in micro and macro levels and also sent to BLS quarterly.

#### **Unemployment Insurance (UI)**

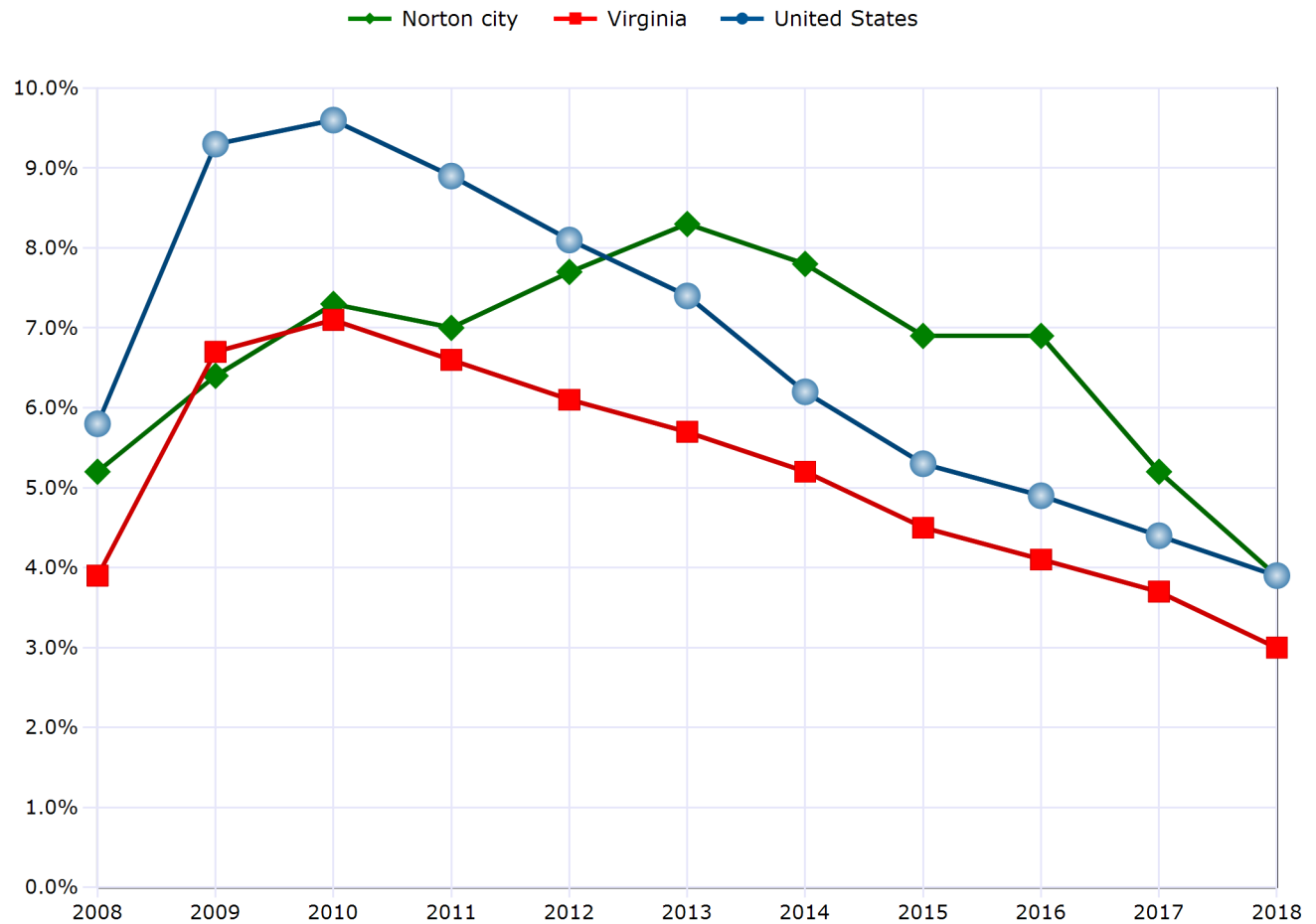
Unemployment insurance is a program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers' control. Unemployment insurance replaces a part of the worker's wage loss if he becomes eligible for payments.

#### **Unemployment Rate**

The number of unemployed people as a percentage of the labor force.

## Unemployment Rates

Trends

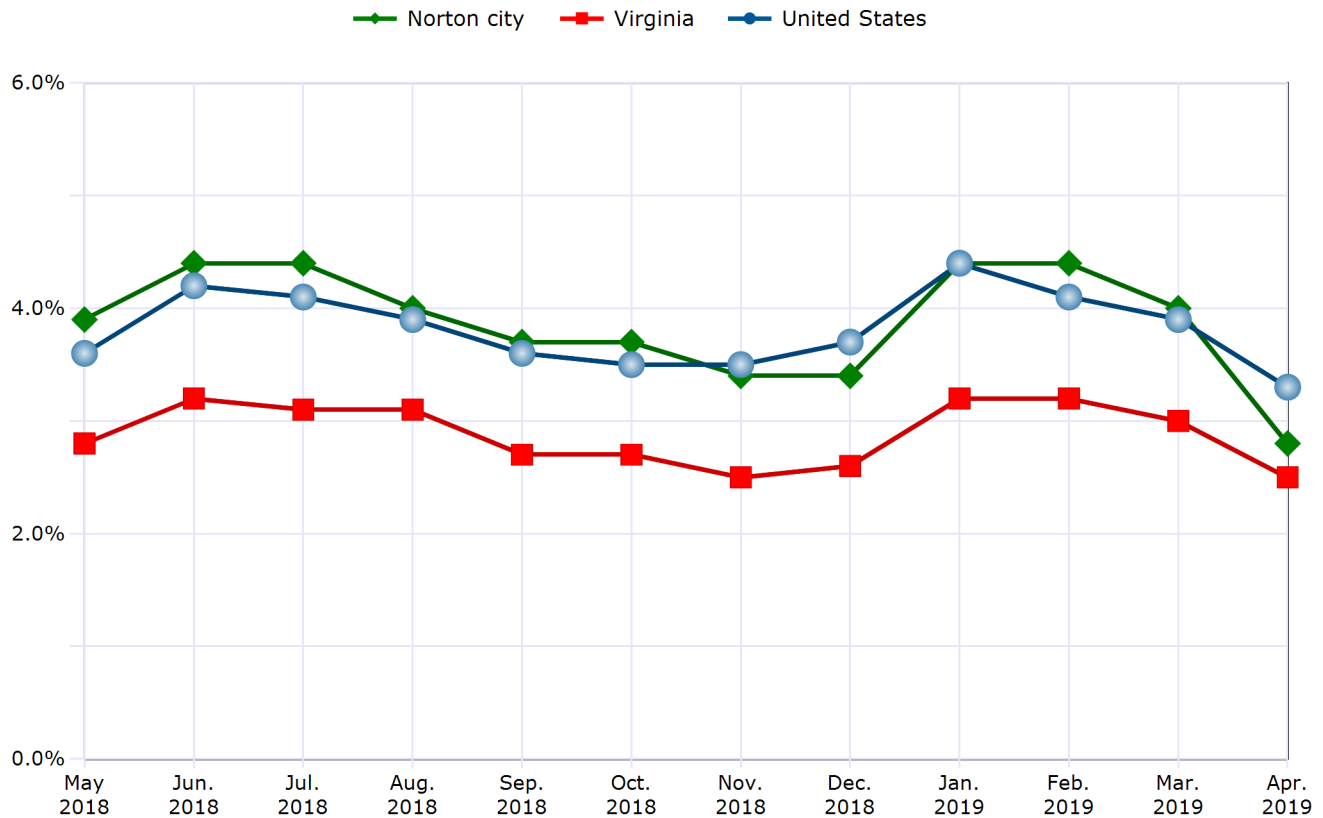


|             | Norton city | Virginia | United States |
|-------------|-------------|----------|---------------|
| <b>2008</b> | 5.2%        | 3.9%     | 5.8%          |
| <b>2009</b> | 6.4%        | 6.7%     | 9.3%          |
| <b>2010</b> | 7.3%        | 7.1%     | 9.6%          |
| <b>2011</b> | 7.0%        | 6.6%     | 8.9%          |
| <b>2012</b> | 7.7%        | 6.1%     | 8.1%          |
| <b>2013</b> | 8.3%        | 5.7%     | 7.4%          |
| <b>2014</b> | 7.8%        | 5.2%     | 6.2%          |
| <b>2015</b> | 6.9%        | 4.5%     | 5.3%          |
| <b>2016</b> | 6.9%        | 4.1%     | 4.9%          |
| <b>2017</b> | 5.2%        | 3.7%     | 4.4%          |
| <b>2018</b> | 3.9%        | 3.0%     | 3.9%          |

Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

## Unemployment Rates

Past 12 Months



|                  | Norton city | Virginia | United States |
|------------------|-------------|----------|---------------|
| <b>May 2018</b>  | 3.9%        | 2.8%     | 3.6%          |
| <b>Jun. 2018</b> | 4.4%        | 3.2%     | 4.2%          |
| <b>Jul. 2018</b> | 4.4%        | 3.1%     | 4.1%          |
| <b>Aug. 2018</b> | 4.0%        | 3.1%     | 3.9%          |
| <b>Sep. 2018</b> | 3.7%        | 2.7%     | 3.6%          |
| <b>Oct. 2018</b> | 3.7%        | 2.7%     | 3.5%          |
| <b>Nov. 2018</b> | 3.4%        | 2.5%     | 3.5%          |
| <b>Dec. 2018</b> | 3.4%        | 2.6%     | 3.7%          |
| <b>Jan. 2019</b> | 4.4%        | 3.2%     | 4.4%          |
| <b>Feb. 2019</b> | 4.4%        | 3.2%     | 4.1%          |
| <b>Mar. 2019</b> | 4.0%        | 3.0%     | 3.9%          |
| <b>Apr. 2019</b> | 2.8%        | 2.5%     | 3.3%          |

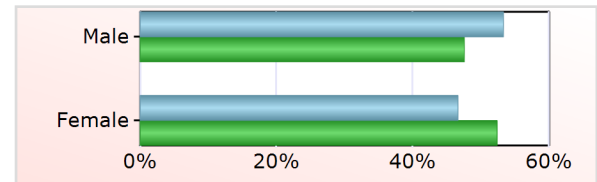
Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

## Characteristics of the Insured Unemployed

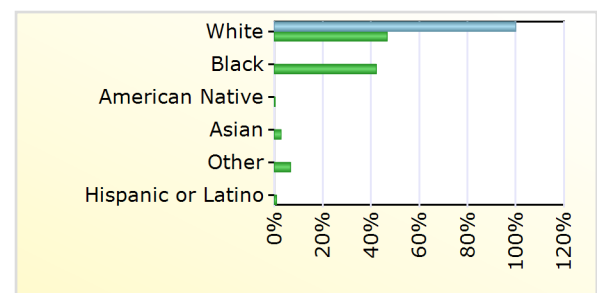
Total number of claimants: 15

- Norton city - (15 claimants)  
■ Virginia - (21,816 claimants)

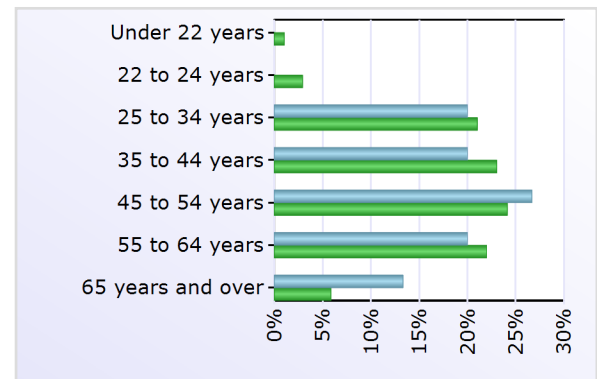
| Gender      | Norton city | Virginia |
|-------------|-------------|----------|
| Male        | 8           | 10,383   |
| Female      | 7           | 11,433   |
| Unspecified |             |          |



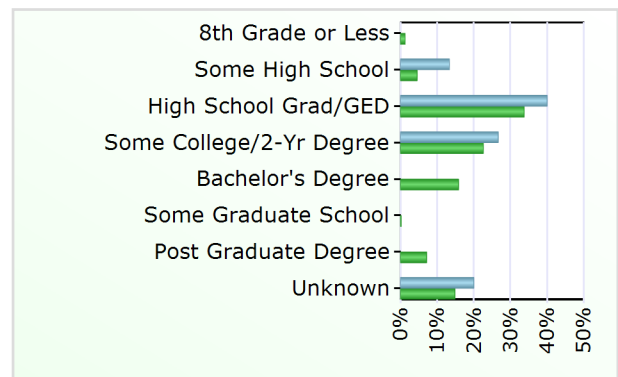
| Race               | Norton city | Virginia |
|--------------------|-------------|----------|
| White              | 15          | 10,200   |
| Black              |             | 9,227    |
| American Native    |             | 78       |
| Asian              |             | 625      |
| Other              |             | 1,477    |
| Hispanic or Latino |             | 209      |



| Age               | Norton city | Virginia |
|-------------------|-------------|----------|
| Under 22 years    |             | 226      |
| 22 to 24 years    |             | 639      |
| 25 to 34 years    | 3           | 4,587    |
| 35 to 44 years    | 3           | 5,025    |
| 45 to 54 years    | 4           | 5,264    |
| 55 to 64 years    | 3           | 4,796    |
| 65 years and over | 2           | 1,279    |
| Unknown           |             |          |



| Education                | Norton city | Virginia |
|--------------------------|-------------|----------|
| 8th Grade or Less        |             | 273      |
| Some High School         | 2           | 988      |
| High School Grad/GED     | 6           | 7,361    |
| Some College/2-Yr Degree | 4           | 4,928    |
| Bachelor's Degree        |             | 3,451    |
| Some Graduate School     |             | 26       |
| Post Graduate Degree     |             | 1,552    |
| Unknown                  | 3           | 3,237    |



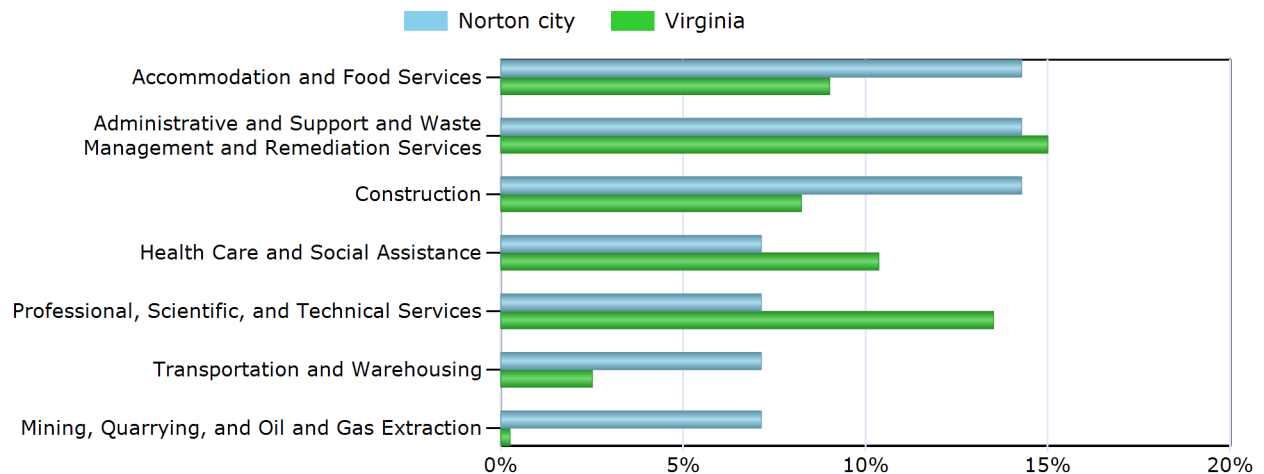
Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, May 2019.



## Characteristics of the Insured Unemployed

### Top 5 Industries With Largest Number of Claimants in Norton city

(excludes unclassified)



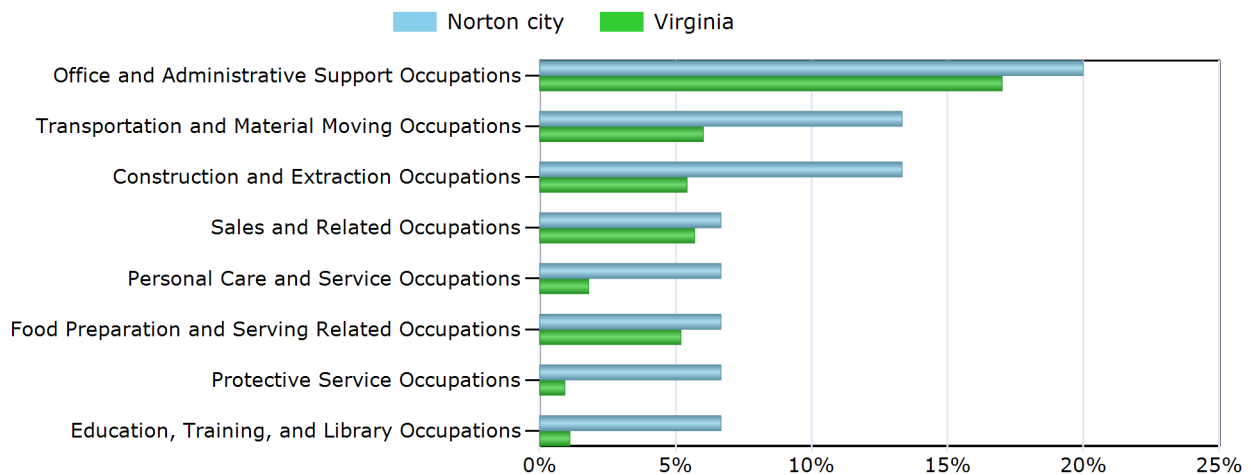
| Industry   | Norton city | Virginia |
|--|-------------|----------|
| Unclassified   | 4           | 1,826    |
| Construction   | 2           | 1,581    |
| Administrative and Support and Waste Management and Remediation Services | 2           | 2,877    |
| Accommodation and Food Services  | 2           | 1,730    |
| Mining, Quarrying, and Oil and Gas Extraction                            | 1           | 49       |
| Transportation and Warehousing   | 1           | 481      |
| Professional, Scientific, and Technical Services                         | 1           | 2,592    |
| Health Care and Social Assistance  | 1           | 1,988    |
| Agriculture, Forestry, Fishing and Hunting                               |             | 137      |
| Utilities  |             | 26       |
| Manufacturing  |             | 444      |
| Wholesale Trade  |             | 867      |
| Retail Trade   |             | 1,166    |
| Information  |             | 482      |
| Finance and Insurance  |             | 1,015    |
| Real Estate and Rental and Leasing                                       |             | 417      |
| Management of Companies and Enterprises                                  |             | 192      |
| Educational Services   |             | 403      |
| Arts, Entertainment, and Recreation                                      |             | 173      |
| Other Services (except Public Administration)                            |             | 732      |

Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, May 2019.

## Characteristics of the Insured Unemployed

### Top 5 Occupation Groups With Largest Number of Claimants in Norton city

(excludes unknown occupations)

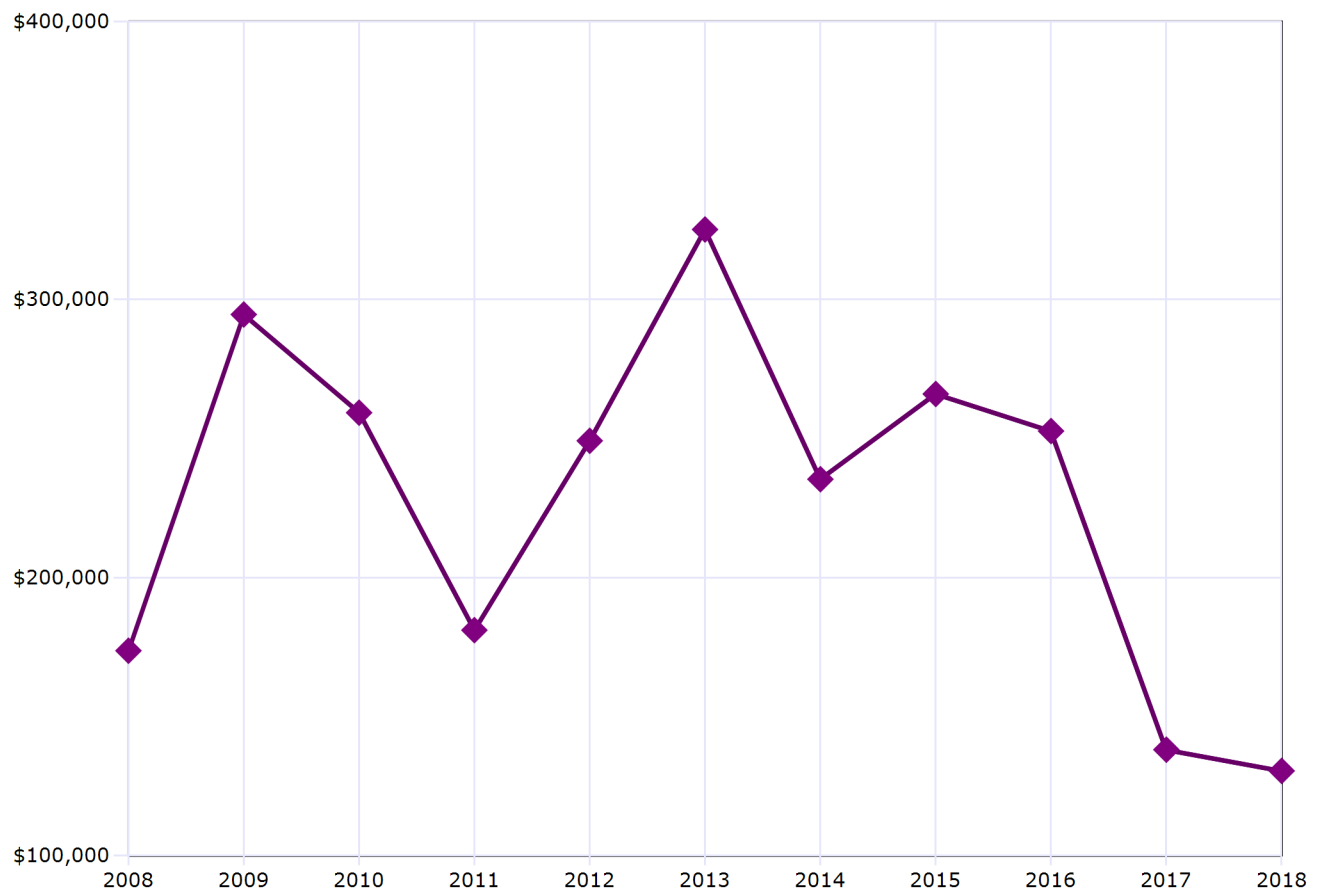


| Occupation   | Norton city | Virginia |
|--|-------------|----------|
| Office and Administrative Support Occupations              | 3           | 3,712    |
| Unknown Occupation Code                                    | 3           | 2,283    |
| Construction and Extraction Occupations                    | 2           | 1,182    |
| Transportation and Material Moving Occupations             | 2           | 1,313    |
| Education, Training, and Library Occupations               | 1           | 241      |
| Protective Service Occupations                             | 1           | 200      |
| Food Preparation and Serving Related Occupations           | 1           | 1,133    |
| Personal Care and Service Occupations                      | 1           | 393      |
| Sales and Related Occupations                              | 1           | 1,243    |
| Management Occupations                                     |             | 2,616    |
| Business and Financial Operations Occupations              |             | 1,133    |
| Computer and Mathematical Occupations                      |             | 1,072    |
| Architecture and Engineering Occupations                   |             | 325      |
| Life, Physical, and Social Science Occupations             |             | 192      |
| Community and Social Service Occupations                   |             | 229      |
| Legal Occupations  |             | 131      |
| Arts, Design, Entertainment, Sports, and Media Occupations |             | 451      |
| Healthcare Practitioners and Technical Occupations         |             | 449      |
| Healthcare Support Occupations                             |             | 542      |
| Building and Grounds Cleaning and Maintenance Occupations  |             | 421      |
| Farming, Fishing, and Forestry Occupations                 |             | 117      |
| Installation, Maintenance, and Repair Occupations          |             | 667      |
| Production Occupations                                     |             | 1,739    |
| Military Specific Occupations                              |             | 32       |

*Source: Virginia Employment Commission, Economic Information & Analytics,  
Characteristics of the Insured Unemployed, May 2019.*

## Unemployment Insurance Payments

*Trends*

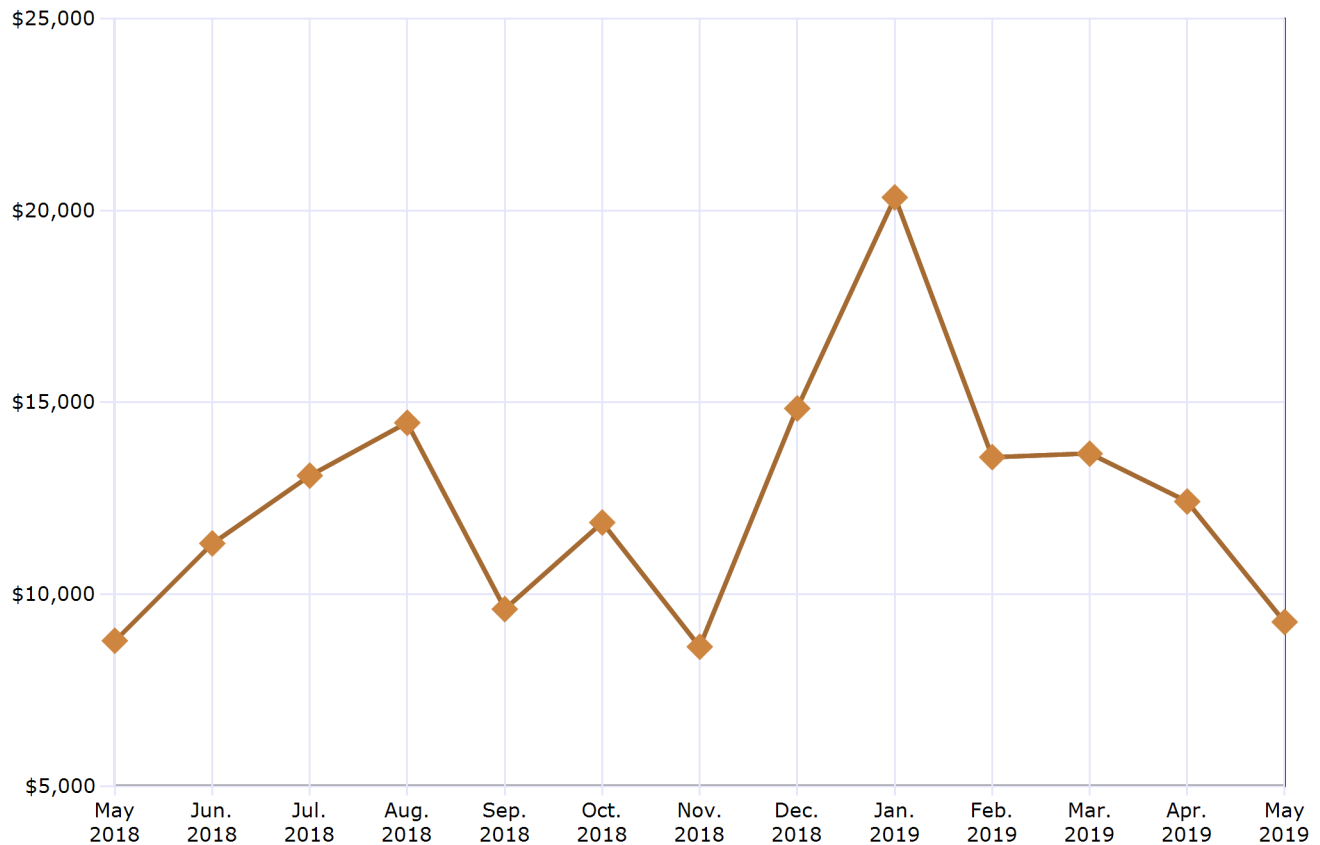


|             | Norton city |             | Virginia   |                 |
|-------------|-------------|-------------|------------|-----------------|
|             | Weeks Paid  | Amount Paid | Weeks Paid | Amount Paid     |
| <b>2008</b> | 856         | \$173,697   | 1,699,923  | \$468,544,246   |
| <b>2009</b> | 1,264       | \$294,596   | 3,782,630  | \$1,069,206,277 |
| <b>2010</b> | 1,010       | \$259,279   | 2,727,738  | \$748,174,724   |
| <b>2011</b> | 763         | \$181,086   | 2,242,341  | \$612,702,314   |
| <b>2012</b> | 923         | \$249,187   | 2,102,986  | \$592,044,339   |
| <b>2013</b> | 1,176       | \$325,170   | 1,999,039  | \$574,074,609   |
| <b>2014</b> | 946         | \$235,361   | 1,684,690  | \$490,522,709   |
| <b>2015</b> | 1,025       | \$266,021   | 1,198,476  | \$351,290,100   |
| <b>2016</b> | 1,006       | \$252,683   | 1,263,292  | \$379,622,081   |
| <b>2017</b> | 618         | \$138,097   | 1,114,650  | \$336,664,624   |
| <b>2018</b> | 527         | \$130,472   | 941,154    | \$286,468,017   |

Source: Virginia Employment Commission, Economic Information & Analytics, Unemployment Insurance Program.

## Unemployment Insurance Payments

Past 12 Months



|                  | Norton city |             | Virginia   |              |
|------------------|-------------|-------------|------------|--------------|
|                  | Weeks Paid  | Amount Paid | Weeks Paid | Amount Paid  |
| <b>May 2018</b>  | 40          | \$8,789     | 72,790     | \$22,212,680 |
| <b>Jun. 2018</b> | 50          | \$11,325    | 73,754     | \$22,086,756 |
| <b>Jul. 2018</b> | 54          | \$13,092    | 90,439     | \$26,886,361 |
| <b>Aug. 2018</b> | 57          | \$14,467    | 74,098     | \$22,384,827 |
| <b>Sep. 2018</b> | 40          | \$9,613     | 61,952     | \$19,216,174 |
| <b>Oct. 2018</b> | 51          | \$11,869    | 72,260     | \$22,542,117 |
| <b>Nov. 2018</b> | 39          | \$8,632     | 60,694     | \$18,826,798 |
| <b>Dec. 2018</b> | 61          | \$14,841    | 64,240     | \$19,714,142 |
| <b>Jan. 2019</b> | 78          | \$20,340    | 98,010     | \$29,806,485 |
| <b>Feb. 2019</b> | 48          | \$13,573    | 81,195     | \$24,927,631 |
| <b>Mar. 2019</b> | 50          | \$13,663    | 75,787     | \$23,424,325 |
| <b>Apr. 2019</b> | 44          | \$12,416    | 78,072     | \$24,364,992 |
| <b>May 2019</b>  | 33          | \$9,278     | 63,383     | \$19,723,851 |

Source: Virginia Employment Commission,  
Unemployment Insurance Program.

## Employers by Size of Establishment

|                                | Norton city | Virginia       |
|--------------------------------|-------------|----------------|
| <b>0 to 4 employees</b>        | 107         | 169,709        |
| <b>5 to 9 employees</b>        | 51          | 38,499         |
| <b>10 to 19 employees</b>      | 42          | 28,539         |
| <b>20 to 49 employees</b>      | 22          | 21,247         |
| <b>50 to 99 employees</b>      | 8           | 7,442          |
| <b>100 to 249 employees</b>    | ***         | 3,964          |
| <b>250 to 499 employees</b>    | ***         | 1,113          |
| <b>500 to 999 employees</b>    | 0           | 380            |
| <b>1000 and over employees</b> | 0           | 254            |
|                                | <b>235</b>  | <b>271,147</b> |

## Employment by Size of Establishment

|                                | Norton city  | Virginia         |
|--------------------------------|--------------|------------------|
| <b>0 to 4 employees</b>        | 175          | 238,671          |
| <b>5 to 9 employees</b>        | 349          | 256,341          |
| <b>10 to 19 employees</b>      | 557          | 388,596          |
| <b>20 to 49 employees</b>      | 587          | 642,029          |
| <b>50 to 99 employees</b>      | 577          | 509,225          |
| <b>100 to 249 employees</b>    | ***          | 587,171          |
| <b>250 to 499 employees</b>    | ***          | 381,863          |
| <b>500 to 999 employees</b>    | 0            | 258,183          |
| <b>1000 and over employees</b> | 0            | 665,152          |
|                                | <b>3,395</b> | <b>3,927,231</b> |

Note: Asterisks (\*\*\*) indicate non-disclosable data.

'Zero; no employment' typically represents new startup firms or sole-proprietorships.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2018.

## 50 Largest Employers

- |   |   |
|---|---|
| 1. Norton Community Hospital            | 26. Ball Construction Company                     |
| 2. Wal Mart                             | 27. Kentucky Utilities/Old Dominion Power Company |
| 3. Bristol Regional Health System       | 28. Thrower Blanton & Associates PC               |
| 4. Norton City School Board             | 29. Burger King                                   |
| 5. City of Norton                       | 30. C & J Spec-Rent Services Inc.                 |
| 6. Norton Com Physicians Service LLC    | 31. Comcast Cablevision                           |
| 7. Pepsi Cola Bottling Company          | 32. Russell Cellular                              |
| 8. Wolfe Williams & Rutherford          | 33. U.S. Department of Veterans Affairs           |
| 9. Wellmont Medical Associates Inc      | 34. American Hometown Publish Inc                 |
| 10. Carter Machinery Company            | 35. G2k Games Inc                                 |
| 11. Schumacher Management Services      | 36. Sonic Drive In                                |
| 12. United States Department of Labor   | 37. Jefferson Motel                               |
| 13. Taco Bell                           | 38. RMG LC LLC                                    |
| 14. Ingles Markets                      | 39. First Choice Home Health Center               |
| 15. Family Preservation Services        | 40. FishTales                                     |
| 16. Applebees                           | 41. Rnse Enterprises Inc                          |
| 17. Head Start                          | 42. Hope House                                    |
| 18. Pal's Drive-Thru #23 Norton         | 43. Shore Stop Store                              |
| 19. Laurels Retirement & Assisted Livin | 44. U.S. Department of Agriculture                |
| 20. Mount Empire Older Citizens         | 45. Appalachian Tire Products                     |
| 21. Western Steer of Norton             | 46. Bio Medical Applications                      |
| 22. Verizon Corporate Service           | 47. CVS Pharmacy                                  |
| 23. Dairy Queen                         | 48. Woodbooger Grill Inc                          |
| 24. Hardee's                            | 49. Asia Cafe and Grill - Asian Fusion            |
| 25. PTI                                 | 50. Burkes Westgate Store LLC                     |

Source: Virginia Employment Commission, *Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2018.*

### Did you know...

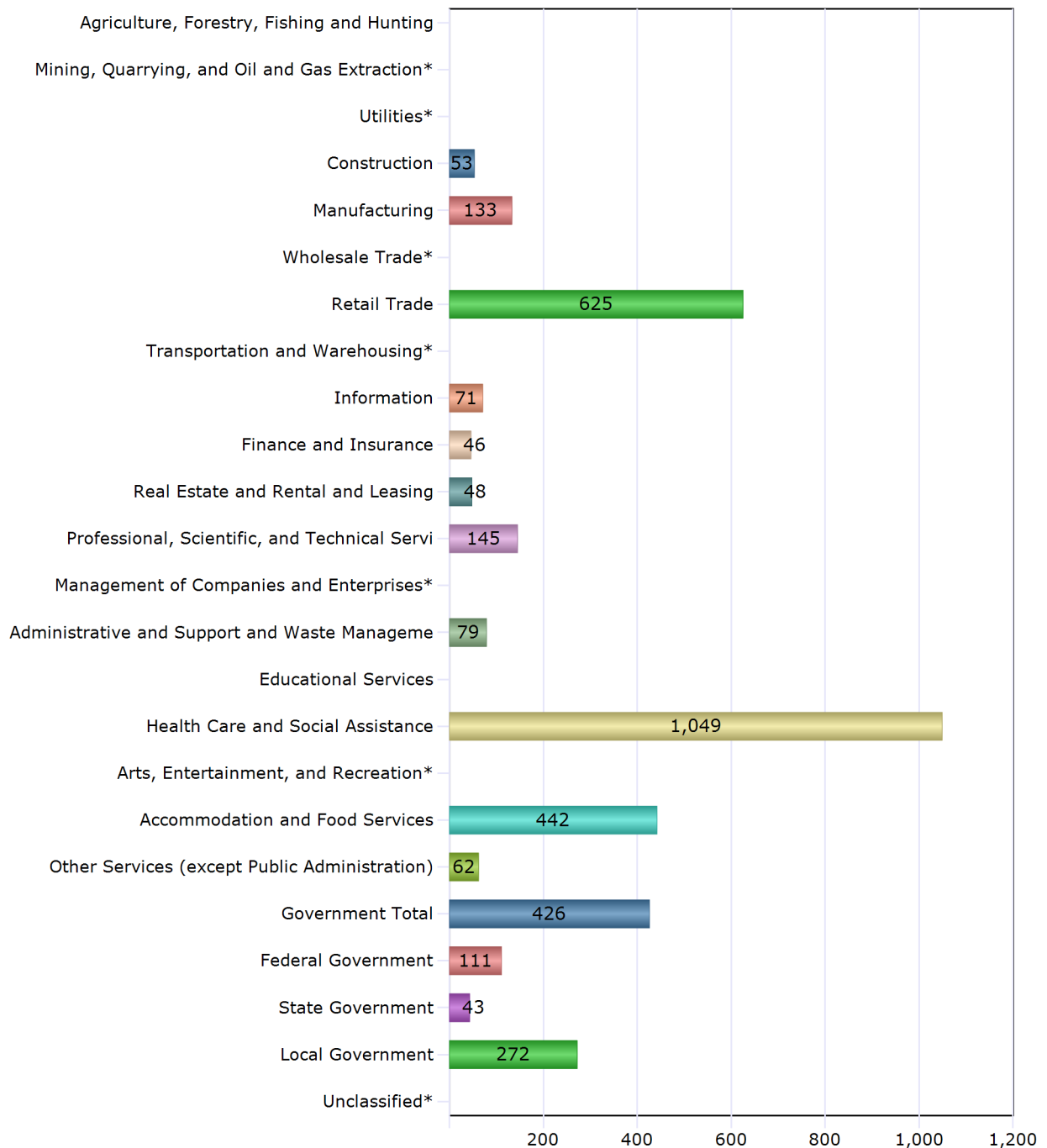
you can search over 300,000 employer listings on our website provided by Infogroup? This easy-to-use feature lets you search for employers by keyword, industry, sales volume, size range, and more!



For this data and more, visit us on the web at:

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)

## Employment by Industry



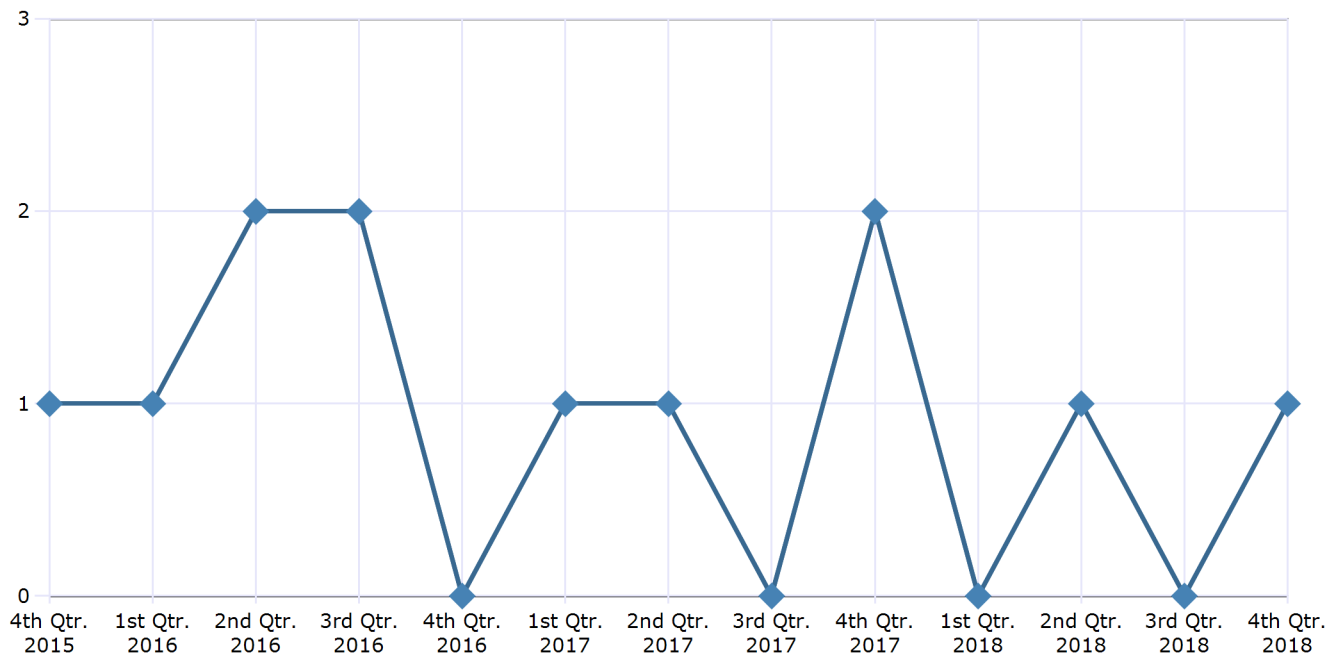
**Total: 3,396**

Note: Asterisk (\*) indicates non-disclosable data.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2018.



## New Startup Firms



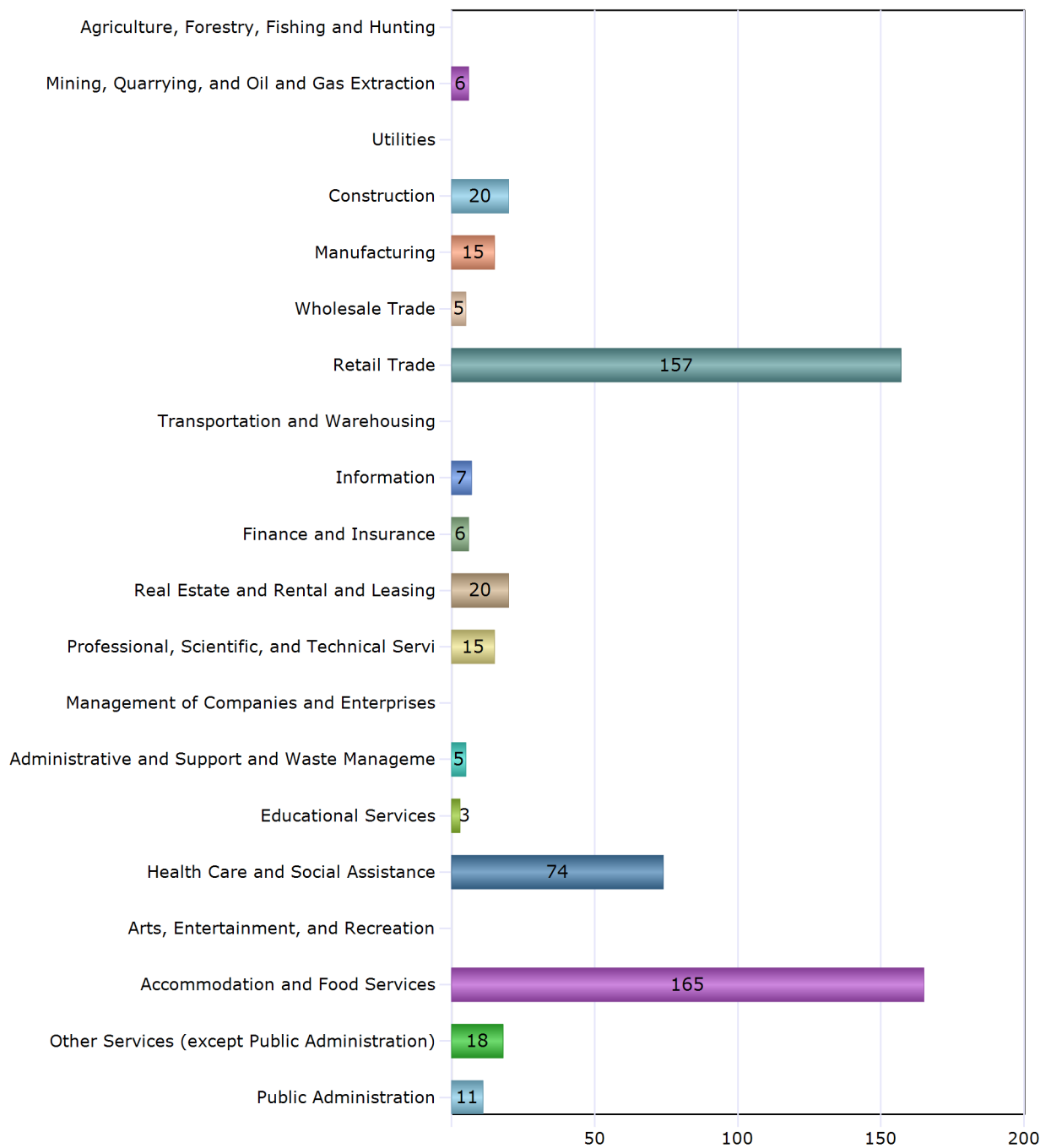
|               | Norton city | Virginia |
|---------------|-------------|----------|
| 4th Qtr. 2015 | 1           | 3,000    |
| 1st Qtr. 2016 | 1           | 3,802    |
| 2nd Qtr. 2016 | 2           | 4,283    |
| 3rd Qtr. 2016 | 2           | 3,398    |
| 4th Qtr. 2016 |             | 3,426    |
| 1st Qtr. 2017 | 1           | 3,838    |
| 2nd Qtr. 2017 | 1           | 3,961    |
| 3rd Qtr. 2017 |             | 2,736    |
| 4th Qtr. 2017 | 2           | 3,058    |
| 1st Qtr. 2018 |             | 3,973    |
| 2nd Qtr. 2018 | 1           | 3,982    |
| 3rd Qtr. 2018 |             | 4,028    |
| 4th Qtr. 2018 | 1           | 3,779    |

Note: The following criteria was used to define new startup firms:

- 1.) Setup and liability date both occurred during 4th Quarter (October, November, December) 2018
- 2.) Establishment had no predecessor UI Account Number
- 3.) Private Ownership
- 4.) Average employment is less than 250
- 5.) For multi-unit establishments, the parent company must also meet the above criteria.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2018.

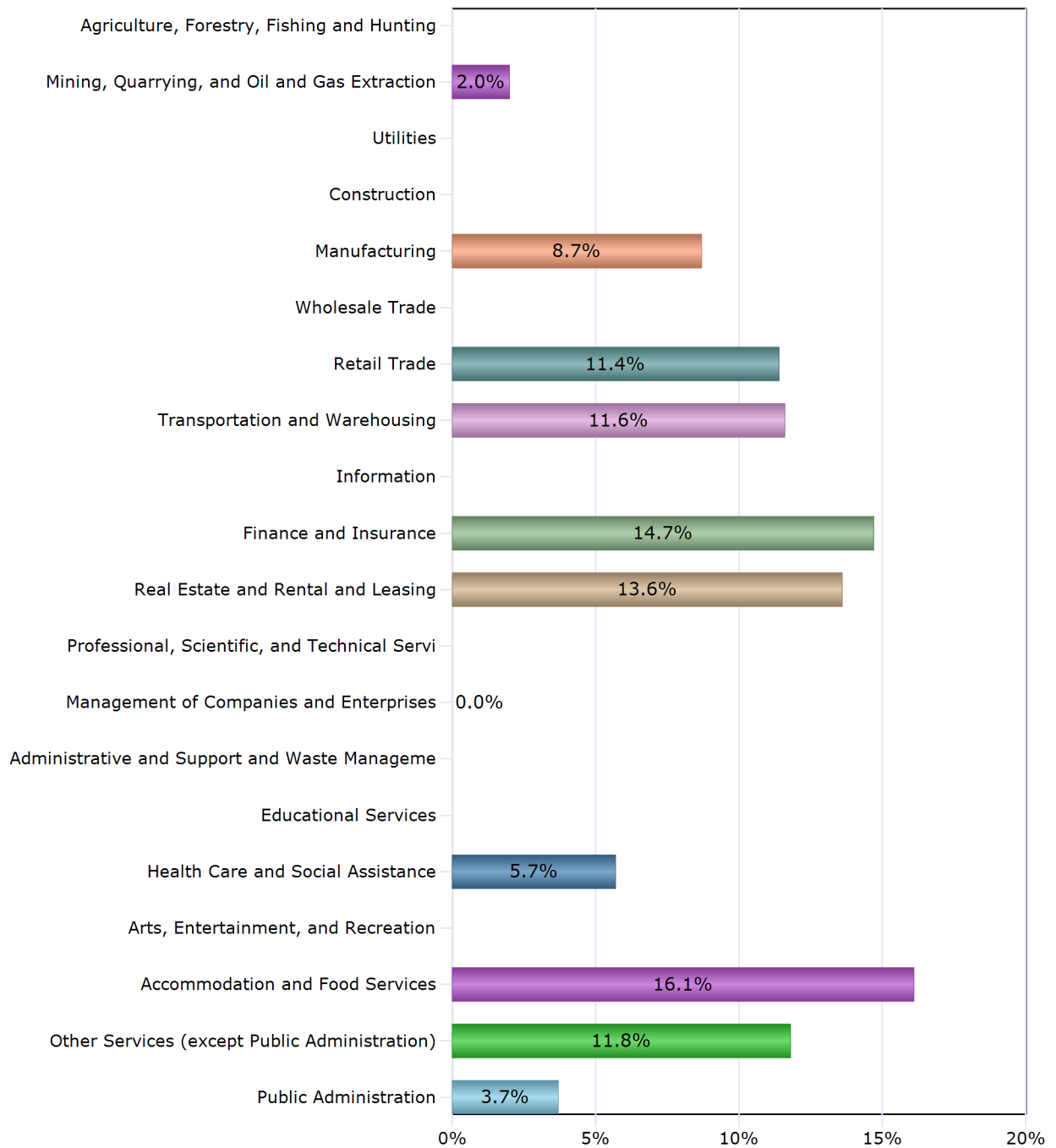
## New Hires by Industry



**Total: 527**

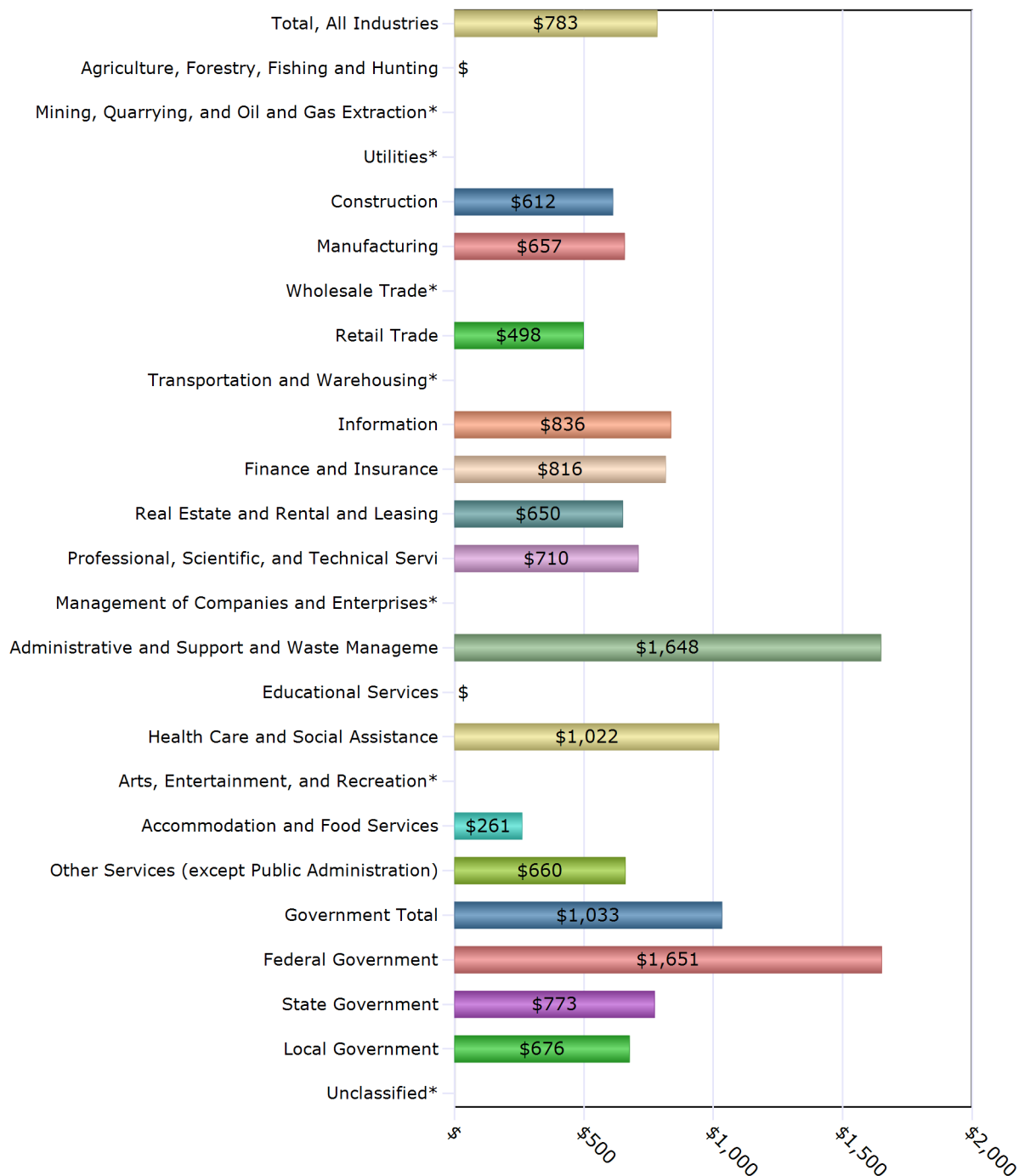
Source: U.S. Census Bureau,  
Local Employment Dynamics (LED) Program, 2nd Quarter (April, May, June) 2016, all ownerships.

## Turnover by Industry



Source: U.S. Census Bureau,  
Local Employment Dynamics (LED) Program, 1st Quarter (January, February, March) 2016, all ownerships.

## Average Weekly Wage by Industry



Note: Asterisk (\*) indicates non-disclosable data.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2018.

## Age of Workers by Industry

|   | 14–18 | 19–21 | 22–24 | 25–34 | 35–44 | 45–54 | 55–64 | 65+ |
|---|-------|-------|-------|-------|-------|-------|-------|-----|
| Total, All Industries                         | 84    | 214   | 262   | 768   | 783   | 757   | 641   | 224 |
| Agriculture, Forestry, Fishing and Hunting    |       |       |       |       |       |       |       |     |
| Mining, Quarrying, and Oil and Gas Extraction |       |       |       | 17    | 33    | 53    | 91    | 17  |
| Utilities                                     |       |       |       |       |       |       |       |     |
| Construction                                  |       | 4     |       | 7     | 17    | 17    | 16    | 5   |
| Manufacturing                                 |       | 7     | 11    | 30    | 29    | 25    | 16    | 5   |
| Wholesale Trade                               |       | 6     | 5     | 13    | 24    | 22    | 18    |     |
| Retail Trade                                  | 16    | 79    | 79    | 160   | 130   | 126   | 89    | 42  |
| Transportation and Warehousing                |       |       |       |       |       |       |       |     |
| Information                                   | 3     |       | 5     | 18    | 20    | 31    | 24    | 9   |
| Finance and Insurance                         |       |       |       | 12    | 17    | 13    | 7     |     |
| Real Estate and Rental and Leasing            |       | 4     | 5     | 12    | 8     | 11    | 12    | 3   |
| Professional, Scientific, and Technical Servi | 3     | 11    | 7     | 21    | 17    | 35    | 26    | 24  |
| Management of Companies and Enterprises       |       |       |       | 3     |       | 3     |       |     |
| Administrative and Support and Waste Manageme |       |       |       | 13    | 18    | 16    | 11    | 10  |
| Educational Services                          |       |       | 7     | 31    | 29    | 39    | 22    | 10  |
| Health Care and Social Assistance             |       | 9     | 54    | 269   | 305   | 240   | 223   | 58  |
| Arts, Entertainment, and Recreation           |       |       |       |       |       |       |       |     |
| Accommodation and Food Services               | 56    | 81    | 70    | 112   | 73    | 45    | 23    | 13  |
| Other Services (except Public Administration) | 3     | 4     | 7     | 22    | 12    | 17    | 13    | 5   |
| Public Administration                         |       | 3     | 7     | 21    | 34    | 50    | 32    | 8   |

Source: U.S. Census Bureau,  
Local Employment Dynamics (LED) Program, 2nd Quarter (April, May, June) 2016, all ownerships.

## What is LED?

Developed by the U.S. Census Bureau, the Local Employment Dynamics (LED) program merges Virginia's Unemployment Compensation wage and employer records with Census demographic data. Read more about LED on the following website:

<http://lehd.did.census.gov/led/>



## Industry Employment and Projections

Long Term

|  | Employment        |                   |        | Percent |        |
|--|-------------------|-------------------|--------|---------|--------|
|  | Estimated<br>2014 | Projected<br>2024 | Change | Total   | Annual |
| Total, All Industries                            | 61,301            | 64,924            | 3,623  | 5.91%   | .58%   |
| Agriculture, Forestry, Fishing and Hunting       | 192               | 201               | 9      | 4.69%   | .46%   |
| Mining, Quarrying, and Oil and Gas<br>Extraction | 4,858             | 4,604             | -254   | -5.23%  | -.54%  |
| Utilities  | 341               | 304               | -37    | -10.85% | -1.14% |
| Construction                                     | 2,589             | 2,947             | 358    | 13.83%  | 1.3%   |
| Manufacturing                                    | 2,950             | 2,773             | -177   | -6%     | -.62%  |
| Wholesale Trade                                  | 1,351             | 1,384             | 33     | 2.44%   | .24%   |
| Retail Trade                                     | 8,954             | 9,346             | 392    | 4.38%   | .43%   |
| Transportation and Warehousing                   | 1,436             | 1,502             | 66     | 4.6%    | .45%   |
| Information                                      | 716               | 645               | -71    | -9.92%  | -1.04% |
| Finance and Insurance                            | 1,374             | 1,446             | 72     | 5.24%   | .51%   |
| Real Estate and Rental and Leasing               | 369               | 379               | 10     | 2.71%   | .27%   |
| Professional, Scientific, and Technical Servi    | 2,172             | 2,497             | 325    | 14.96%  | 1.4%   |
| Management of Companies and Enterprises          | 792               | 818               | 26     | 3.28%   | .32%   |
| Administrative and Support and Waste<br>Manageme | 1,557             | 1,723             | 166    | 10.66%  | 1.02%  |
| Educational Services                             | 7,107             | 7,251             | 144    | 2.03%   | .2%    |
| Health Care and Social Assistance                | 8,393             | 9,996             | 1,603  | 19.1%   | 1.76%  |
| Arts, Entertainment, and Recreation              | 216               | 237               | 21     | 9.72%   | .93%   |
| Accommodation and Food Services                  | 4,119             | 4,295             | 176    | 4.27%   | .42%   |
| Other Services (except Public<br>Administration) | 1,340             | 1,466             | 126    | 9.4%    | .9%    |

Note: Asterisks (\*\*\*) indicate non-disclosable data.

Projections data is for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics,  
Long Term Industry and Occupational Projections, 2014-2024.

## Industry Employment and Projections

Short Term

|  | Employment        |                   |         | Percent |        |
|--|-------------------|-------------------|---------|---------|--------|
|  | Estimated<br>2015 | Projected<br>2017 | Change  | Total   | Annual |
| Total, All Industries                            | 3,977,496         | 4,093,656         | 116,160 | 2.92%   | 1.45%  |
| Agriculture, Forestry, Fishing and Hunting       | 4,210             | 4,433             | 223     | 5.3%    | 2.61%  |
| Mining, Quarrying, and Oil and Gas<br>Extraction | 6,805             | 5,869             | -936    | -13.75% | -7.13% |
| Utilities  | 10,717            | 10,695            | -22     | -.21%   | -.1%   |
| Construction                                     | 185,026           | 195,598           | 10,572  | 5.71%   | 2.82%  |
| Manufacturing                                    | 232,632           | 233,073           | 441     | .19%    | .09%   |
| Wholesale Trade                                  | 110,001           | 111,188           | 1,187   | 1.08%   | .54%   |
| Retail Trade                                     | 412,345           | 421,889           | 9,544   | 2.31%   | 1.15%  |
| Transportation and Warehousing                   | 112,837           | 117,619           | 4,782   | 4.24%   | 2.1%   |
| Information                                      | 69,554            | 68,654            | -900    | -1.29%  | -.65%  |
| Finance and Insurance                            | 131,712           | 136,266           | 4,554   | 3.46%   | 1.71%  |
| Real Estate and Rental and Leasing               | 52,593            | 53,535            | 942     | 1.79%   | .89%   |
| Professional, Scientific, and Technical Servi    | 394,584           | 409,625           | 15,041  | 3.81%   | 1.89%  |
| Management of Companies and Enterprises          | 74,086            | 75,252            | 1,166   | 1.57%   | .78%   |
| Administrative and Support and Waste<br>Manageme | 224,339           | 236,780           | 12,441  | 5.55%   | 2.74%  |
| Educational Services                             | 365,350           | 372,071           | 6,721   | 1.84%   | .92%   |
| Health Care and Social Assistance                | 427,570           | 446,476           | 18,906  | 4.42%   | 2.19%  |
| Arts, Entertainment, and Recreation              | 56,096            | 57,991            | 1,895   | 3.38%   | 1.68%  |
| Accommodation and Food Services                  | 334,516           | 349,857           | 15,341  | 4.59%   | 2.27%  |
| Other Services (except Public<br>Administration) | 133,850           | 136,332           | 2,482   | 1.85%   | .92%   |

Note: Asterisks (\*\*\*) indicate non-disclosable data.

Projections data is for Virginia Statewide. No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics,  
Short Term Industry and Occupational Projections, 2015-2017.

## Occupation Employment and Projections

Long Term

|  | Employment        |                   |          | Openings          |        |       |
|--|-------------------|-------------------|----------|-------------------|--------|-------|
|  | Estimated<br>2014 | Projected<br>2024 | % Change | Replace-<br>ments | Growth | Total |
| Total, All Occupations                                     | 61,301            | 64,924            | 5.91%    | 1,424             | 442    | 1,866 |
| Management Occupations                                     | 2,412             | 2,526             | 4.73%    | 56                | 13     | 69    |
| Business and Financial Operations Occupations              | 1,538             | 1,708             | 11.05%   | 34                | 17     | 51    |
| Computer and Mathematical Occupations                      | 750               | 882               | 17.6%    | 10                | 14     | 24    |
| Architecture and Engineering Occupations                   | 603               | 624               | 3.48%    | 14                | 3      | 17    |
| Life, Physical, and Social Science Occupations             | 346               | 376               | 8.67%    | 11                | 3      | 14    |
| Community and Social Service Occupations                   | 1,480             | 1,697             | 14.66%   | 31                | 22     | 53    |
| Legal Occupations  | 219               | 248               | 13.24%   | 4                 | 3      | 7     |
| Education, Training, and Library Occupations               | 4,631             | 4,812             | 3.91%    | 100               | 18     | 118   |
| Arts, Design, Entertainment, Sports, and Media Occupations | 345               | 345               | %        | 9                 | 1      | 10    |
| Healthcare Practitioners and Technical Occupations         | 4,311             | 5,017             | 16.38%   | 97                | 72     | 169   |
| Healthcare Support Occupations                             | 1,441             | 1,730             | 20.06%   | 32                | 30     | 62    |
| Protective Service Occupations                             | 2,355             | 2,477             | 5.18%    | 62                | 12     | 74    |
| Food Preparation and Serving Related Occupations           | 4,734             | 4,932             | 4.18%    | 158               | 26     | 184   |
| Building and Grounds Cleaning and Maintenance Occupations  | 1,638             | 1,757             | 7.27%    | 33                | 12     | 45    |
| Personal Care and Service Occupations                      | 1,904             | 2,216             | 16.39%   | 27                | 31     | 58    |
| Sales and Related Occupations                              | 6,229             | 6,506             | 4.45%    | 208               | 33     | 241   |
| Office and Administrative Support Occupations              | 9,441             | 9,728             | 3.04%    | 194               | 51     | 245   |
| Farming, Fishing, and Forestry Occupations                 | 197               | 207               | 5.08%    | 5                 | 1      | 6     |
| Construction and Extraction Occupations                    | 6,342             | 6,373             | .49%     | 109               | 18     | 127   |
| Installation, Maintenance, and Repair Occupations          | 3,300             | 3,564             | 8%       | 77                | 30     | 107   |
| Production Occupations                                     | 2,797             | 2,716             | -2.9%    | 63                | 10     | 73    |
| Transportation and Material Moving Occupations             | 4,288             | 4,483             | 4.55%    | 89                | 23     | 112   |

Note: Asterisks (\*\*\*) indicate non-disclosable data.

Projections data is for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.



## Occupation Employment and Projections

Short Term

|  | Employment        |                   |          | Openings          |        |         |
|--|-------------------|-------------------|----------|-------------------|--------|---------|
|  | Estimated<br>2015 | Projected<br>2017 | % Change | Replace<br>-ments | Growth | Total   |
| Total, All Occupations                                     | 3,977,496         | 4,093,656         | 2.92%    | 92,736            | 59,171 | 151,907 |
| Management Occupations                                     | 211,684           | 216,918           | 2.47%    | 4,446             | 2,618  | 7,064   |
| Business and Financial Operations Occupations              | 276,201           | 284,397           | 2.97%    | 4,962             | 4,098  | 9,060   |
| Computer and Mathematical Occupations                      | 203,891           | 212,732           | 4.34%    | 2,536             | 4,451  | 6,987   |
| Architecture and Engineering Occupations                   | 78,184            | 79,032            | 1.08%    | 1,861             | 488    | 2,349   |
| Life, Physical, and Social Science Occupations             | 33,613            | 34,156            | 1.62%    | 820               | 278    | 1,098   |
| Community and Social Service Occupations                   | 53,847            | 56,057            | 4.1%     | 1,101             | 1,105  | 2,206   |
| Legal Occupations  | 43,892            | 44,747            | 1.95%    | 712               | 428    | 1,140   |
| Education, Training, and Library Occupations               | 243,781           | 249,029           | 2.15%    | 5,092             | 2,624  | 7,716   |
| Arts, Design, Entertainment, Sports, and Media Occupations | 61,233            | 62,553            | 2.16%    | 1,408             | 678    | 2,086   |
| Healthcare Practitioners and Technical Occupations         | 205,158           | 211,360           | 3.02%    | 4,160             | 3,102  | 7,262   |
| Healthcare Support Occupations                             | 90,672            | 94,357            | 4.06%    | 1,859             | 1,842  | 3,701   |
| Protective Service Occupations                             | 105,361           | 107,514           | 2.04%    | 2,354             | 1,081  | 3,435   |
| Food Preparation and Serving Related Occupations           | 327,173           | 342,449           | 4.67%    | 14,249            | 7,644  | 21,893  |
| Building and Grounds Cleaning and Maintenance Occupations  | 151,649           | 157,036           | 3.55%    | 2,839             | 2,694  | 5,533   |
| Personal Care and Service Occupations                      | 155,803           | 163,251           | 4.78%    | 3,230             | 3,728  | 6,958   |
| Sales and Related Occupations                              | 423,418           | 432,998           | 2.26%    | 13,691            | 4,790  | 18,481  |
| Office and Administrative Support Occupations              | 554,516           | 566,160           | 2.1%     | 11,737            | 5,962  | 17,699  |
| Farming, Fishing, and Forestry Occupations                 | 6,868             | 7,147             | 4.06%    | 168               | 141    | 309     |
| Construction and Extraction Occupations                    | 187,792           | 195,659           | 4.19%    | 2,884             | 4,098  | 6,982   |
| Installation, Maintenance, and Repair Occupations          | 152,257           | 156,081           | 2.51%    | 3,384             | 2,080  | 5,464   |
| Production Occupations                                     | 181,313           | 183,120           | 1%       | 3,937             | 1,364  | 5,301   |
| Transportation and Material Moving Occupations             | 229,190           | 236,903           | 3.37%    | 5,304             | 3,878  | 9,182   |

Note: Asterisks (\*\*\*) indicate non-disclosable data.

Projections data is for Virginia Statewide. No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Short Term Industry and Occupational Projections, 2015-2017.

## Growth Occupations

|  | Employment     |                |          | Average Annual Openings |        |       | Average Annual Salary |
|--|----------------|----------------|----------|-------------------------|--------|-------|-----------------------|
|  | Estimated 2014 | Projected 2024 | % Change | Replace-ments           | Growth | Total |                       |
| Emergency Medical Technicians and Paramedics                           | 189            | 273            | 44.44%   | 3                       | 8      | 11    | \$26,292              |
| Ambulance Drivers and Attendants, Except Emergency Medical Technicians | 84             | 121            | 44.05%   | 1                       | 4      | 5     | N/A                   |
| Physical Therapists  | 148            | 207            | 39.86%   | 4                       | 6      | 10    | \$85,906              |
| Web Developers   | ***            | ***            | ***      | ***                     | ***    | ***   | N/A                   |
| Physical Therapist Assistants  | 80             | 105            | 31.25%   | 2                       | 2      | 4     | \$62,734              |
| Management Analysts  | ***            | ***            | ***      | ***                     | ***    | ***   | N/A                   |
| Speech-Language Pathologists   | 97             | 126            | 29.9%    | 2                       | 3      | 5     | \$76,587              |
| Medical and Health Services Managers                                   | 134            | 173            | 29.1%    | 3                       | 4      | 7     | \$92,676              |
| Mental Health and Substance Abuse Social Workers                       | 114            | 145            | 27.19%   | 3                       | 3      | 6     | \$40,113              |
| Sales and Related Workers, All Other                                   | ***            | ***            | ***      | ***                     | ***    | ***   | N/A                   |
| Taxi Drivers and Chauffeurs  | 133            | 166            | 24.81%   | 2                       | 3      | 5     | \$20,334              |
| Software Developers, Applications                                      | ***            | ***            | ***      | ***                     | ***    | ***   | N/A                   |
| Computer Systems Analysts  | 143            | 176            | 23.08%   | 2                       | 3      | 5     | \$63,298              |
| Industrial Machinery Mechanics   | 416            | 508            | 22.12%   | 11                      | 9      | 20    | \$43,251              |
| Registered Nurses  | 1,050          | 1,281          | 22%      | 25                      | 23     | 48    | \$53,374              |
| Compliance Officers  | 111            | 135            | 21.62%   | 2                       | 2      | 4     | \$53,334              |
| Conservation Scientists  | ***            | ***            | ***      | ***                     | ***    | ***   | N/A                   |
| Computer User Support Specialists                                      | 218            | 261            | 19.72%   | 3                       | 4      | 7     | \$40,098              |
| Nursing Assistants   | 808            | 965            | 19.43%   | 18                      | 16     | 34    | \$24,635              |
| Personal Care Aides  | 1,205          | 1,438          | 19.34%   | 10                      | 23     | 33    | \$19,067              |

Note: Asterisks (\*\*\*) indicate non-disclosable data.

Projections and OES wage data are for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024  
Occupational Employment Statistics (OES) Survey, 2018.

## Declining Occupations

|   | Employment     |                |          | Openings      |        |       |
|---|----------------|----------------|----------|---------------|--------|-------|
|   | Estimated 2014 | Projected 2024 | % Change | Replace-ments | Growth | Total |
| Sewing Machine Operators  | 119            | 79             | -33.61%  | 1             | 0      | 1     |
| Postal Service Mail Carriers  | 168            | 123            | -26.79%  | 3             | 0      | 3     |
| Cooks, Fast Food  | 270            | 222            | -17.78%  | 7             | 0      | 7     |
| Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders       | ***            | ***            | ***      | ***           | ***    | ***   |
| Bill and Account Collectors   | ***            | ***            | ***      | ***           | ***    | ***   |
| Roof Bolters, Mining  | ***            | ***            | ***      | ***           | ***    | ***   |
| Packers and Packagers, Hand   | ***            | ***            | ***      | ***           | ***    | ***   |
| Continuous Mining Machine Operators   | 946            | 856            | -9.51%   | 18            | 0      | 18    |
| Mine Cutting and Channeling Machine Operators                                 | ***            | ***            | ***      | ***           | ***    | ***   |
| Bookkeeping, Accounting, and Auditing Clerks                                  | 854            | 791            | -7.38%   | 8             | 0      | 8     |
| Telecommunications Equipment Installers and Repairers, Except Line Installers | ***            | ***            | ***      | ***           | ***    | ***   |
| Team Assemblers   | ***            | ***            | ***      | ***           | ***    | ***   |
| Helpers--Production Workers   | 237            | 225            | -5.06%   | 8             | 0      | 8     |
| Tellers   | 145            | 139            | -4.14%   | 6             | 0      | 6     |
| Shipping, Receiving, and Traffic Clerks                                       | 125            | 120            | -4%      | 3             | 0      | 3     |
| Executive Secretaries and Executive Administrative Assistants                 | 142            | 137            | -3.52%   | 2             | 0      | 2     |
| Occupational Health and Safety Specialists                                    | 292            | 284            | -2.74%   | 6             | 0      | 6     |
| Chief Executives  | ***            | ***            | ***      | ***           | ***    | ***   |
| Cashiers  | 2,384          | 2,334          | -2.1%    | 101           | 0      | 101   |
| Bus Drivers, School or Special Client   | 425            | 417            | -1.88%   | 6             | 0      | 6     |

Note: Asterisks (\*\*\*) indicate non-disclosable data.

Projections data is for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.

## Consumer Price Index (CPI)

### All Urban Consumers (CPI-U)

|             | Jan.    | Feb.    | Mar.    | Apr.    | May     | Jun.    | Jul.    | Aug.    | Sep.    | Oct.    | Nov.    | Dec.    | Ann.    | % chg |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|
| <b>2009</b> | 211.143 | 212.193 | 212.709 | 213.240 | 213.856 | 215.693 | 215.351 | 215.834 | 215.969 | 216.177 | 216.330 | 215.949 | 214.537 | -0.4  |
| <b>2010</b> | 216.687 | 216.741 | 217.631 | 218.009 | 218.178 | 217.965 | 218.011 | 218.312 | 218.439 | 218.711 | 218.803 | 219.179 | 218.056 | 1.6   |
| <b>2011</b> | 220.223 | 221.309 | 223.467 | 224.906 | 225.964 | 225.722 | 225.922 | 226.545 | 226.889 | 226.421 | 226.230 | 225.672 | 224.939 | 3.2   |
| <b>2012</b> | 226.665 | 227.663 | 229.392 | 230.085 | 229.815 | 229.478 | 229.104 | 230.379 | 231.407 | 231.317 | 230.221 | 229.601 | 229.594 | 2.1   |
| <b>2013</b> | 230.280 | 232.166 | 232.773 | 232.531 | 232.945 | 233.504 | 233.596 | 233.877 | 234.149 | 233.546 | 233.069 | 233.049 | 232.957 | 1.5   |
| <b>2014</b> | 233.916 | 234.781 | 236.293 | 237.072 | 237.900 | 238.343 | 238.250 | 237.852 | 238.031 | 237.433 | 236.151 | 234.812 | 236.736 | 1.6   |
| <b>2015</b> | 233.707 | 234.722 | 236.119 | 236.599 | 237.805 | 238.638 | 238.654 | 238.316 | 237.945 | 237.838 | 237.336 | 236.525 | 237.017 | 0.1   |
| <b>2016</b> | 236.916 | 237.111 | 238.132 | 239.261 | 240.229 | 241.018 | 240.628 | 240.849 | 241.428 | 241.729 | 241.353 | 241.432 | 240.007 | 1.3   |
| <b>2017</b> | 242.839 | 243.603 | 243.801 | 244.524 | 244.733 | 244.955 | 244.786 | 245.519 | 246.819 | 246.663 | 246.669 | 246.524 | 245.120 | 2.1   |
| <b>2018</b> | 247.867 | 248.991 | 249.554 | 250.546 | 251.588 | 251.989 | 252.006 | 252.146 | 252.439 | 252.885 | 252.038 | 251.233 | 251.107 | 2.4   |
| <b>2019</b> | 251.712 | 252.776 | 254.202 | 255.548 | 256.092 |         |         |         |         |         |         |         |         |       |

### Urban Wage Earners and Clerical Workers (CPI-W)

|             | Jan.    | Feb.    | Mar.    | Apr.    | May     | Jun.    | Jul.    | Aug.    | Sep.    | Oct.    | Nov.    | Dec.    | Ann.    | % chg |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|
| <b>2009</b> | 205.700 | 206.708 | 207.218 | 207.925 | 208.774 | 210.972 | 210.526 | 211.156 | 211.322 | 211.549 | 212.003 | 211.703 | 209.630 | -0.7  |
| <b>2010</b> | 212.568 | 212.544 | 213.525 | 213.958 | 214.124 | 213.839 | 213.898 | 214.205 | 214.306 | 214.623 | 214.750 | 215.262 | 213.967 | 2.1   |
| <b>2011</b> | 216.400 | 217.535 | 220.024 | 221.743 | 222.954 | 222.522 | 222.686 | 223.326 | 223.688 | 223.043 | 222.813 | 222.166 | 221.575 | 3.6   |
| <b>2012</b> | 223.216 | 224.317 | 226.304 | 227.012 | 226.600 | 226.036 | 225.568 | 227.056 | 228.184 | 227.974 | 226.595 | 225.889 | 226.229 | 2.1   |
| <b>2013</b> | 226.520 | 228.677 | 229.323 | 228.949 | 229.399 | 230.002 | 230.084 | 230.359 | 230.537 | 229.735 | 229.133 | 229.174 | 229.324 | 1.4   |
| <b>2014</b> | 230.040 | 230.871 | 232.560 | 233.443 | 234.216 | 234.702 | 234.525 | 234.030 | 234.170 | 233.229 | 231.551 | 229.909 | 232.771 | 1.5   |
| <b>2015</b> | 228.294 | 229.421 | 231.055 | 231.520 | 232.908 | 233.804 | 233.806 | 233.366 | 232.661 | 232.373 | 231.721 | 230.791 | 231.810 | -0.4  |
| <b>2016</b> | 231.061 | 230.972 | 232.209 | 233.438 | 234.436 | 235.289 | 234.771 | 234.904 | 235.495 | 235.732 | 235.215 | 235.390 | 234.076 | 1.0   |
| <b>2017</b> | 236.854 | 237.477 | 237.656 | 238.432 | 238.609 | 238.813 | 238.617 | 239.448 | 240.939 | 240.573 | 240.666 | 240.526 | 239.051 | 2.1   |
| <b>2018</b> | 241.919 | 242.988 | 243.463 | 244.607 | 245.770 | 246.196 | 246.155 | 246.336 | 246.565 | 247.038 | 245.933 | 244.786 | 245.146 | 2.5   |
| <b>2019</b> | 245.133 | 246.218 | 247.768 | 249.332 | 249.871 |         |         |         |         |         |         |         |         |       |

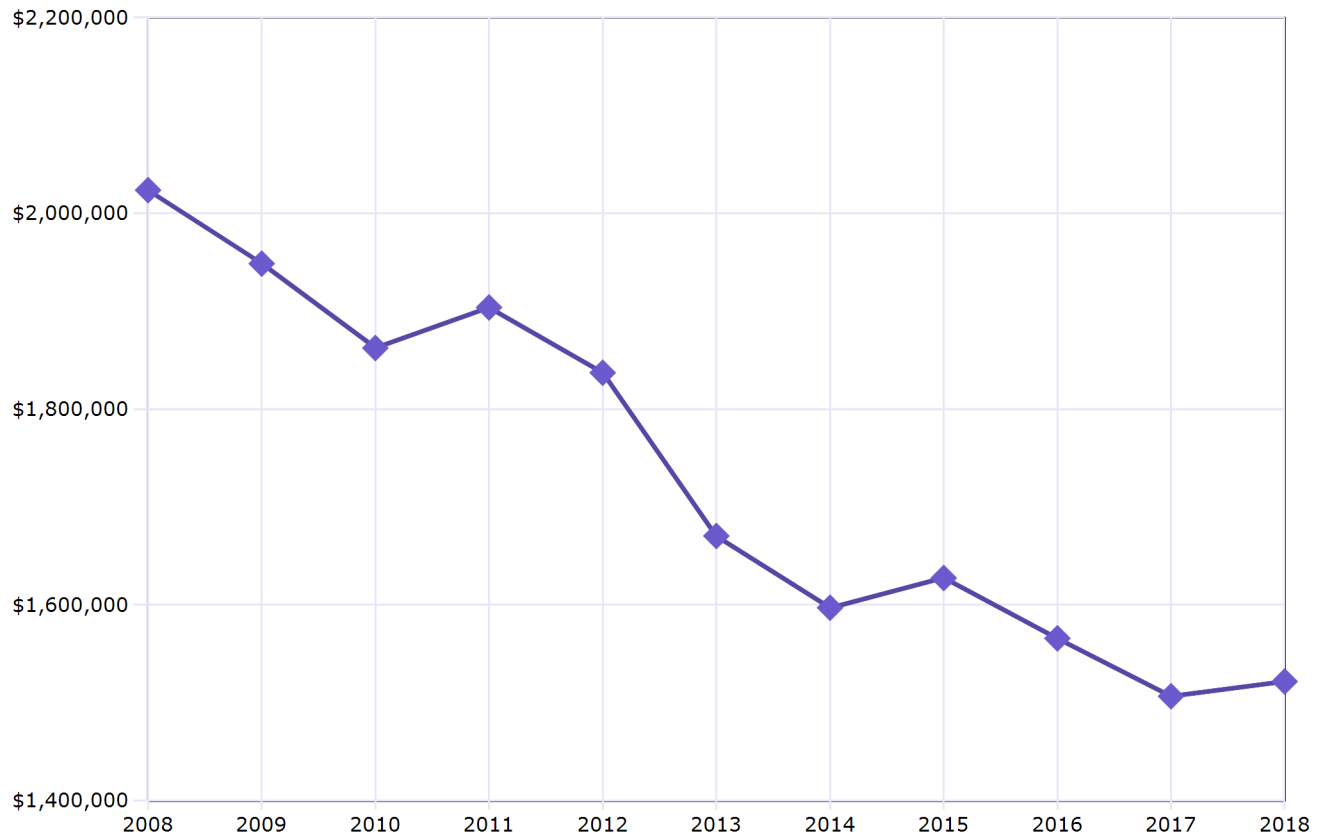
Note: CPI data is for the United States only. No data available for Norton city.

The CPI-U includes expenditures by urban wage earners and clerical workers, professional, managerial, and technical workers, the self-employed, short-term workers, the unemployed, retirees and others not in the labor force. The CPI-W only includes expenditures by those in hourly wage earning or clerical jobs.

Source: Bureau of Labor Statistics,  
Consumer Price Indexes (CPI) Program.

## Local Option Sales Tax

Trends



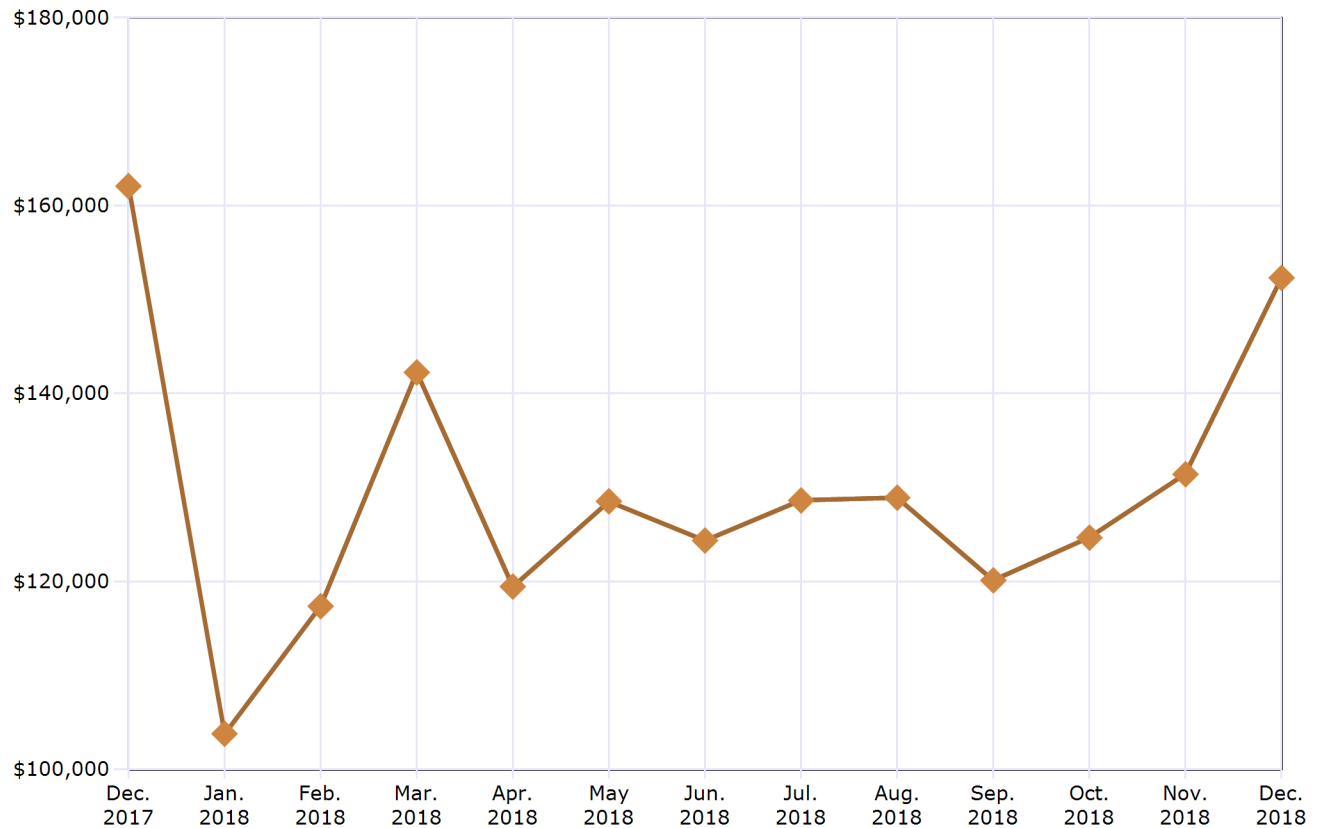
|             | Norton city | Virginia        |
|-------------|-------------|-----------------|
| <b>2008</b> | \$2,023,802 | \$1,032,815,078 |
| <b>2009</b> | \$1,948,758 | \$979,594,664   |
| <b>2010</b> | \$1,862,510 | \$992,820,512   |
| <b>2011</b> | \$1,903,967 | \$1,035,981,229 |
| <b>2012</b> | \$1,837,249 | \$1,080,663,042 |
| <b>2013</b> | \$1,670,517 | \$1,093,292,668 |
| <b>2014</b> | \$1,597,184 | \$1,131,194,860 |
| <b>2015</b> | \$1,627,524 | \$1,179,611,271 |
| <b>2016</b> | \$1,565,926 | \$1,202,257,995 |
| <b>2017</b> | \$1,506,735 | \$1,232,981,515 |
| <b>2018</b> | \$1,521,839 | \$1,282,022,261 |

*Note: This data is based on Virginia sales tax revenues deposited, rather than the actual taxable sales figures as reported on a dealer's return.*

*Source: Virginia Department of Taxation, Revenue Forecasting.*

## Local Option Sales Tax

Past 12 Months



|                  | Norton city | Virginia      |
|------------------|-------------|---------------|
| <b>Dec. 2017</b> | \$162,076   | \$123,193,863 |
| <b>Jan. 2018</b> | \$103,804   | \$90,794,207  |
| <b>Feb. 2018</b> | \$117,370   | \$90,576,093  |
| <b>Mar. 2018</b> | \$142,248   | \$107,834,402 |
| <b>Apr. 2018</b> | \$119,461   | \$102,372,977 |
| <b>May 2018</b>  | \$128,533   | \$110,211,496 |
| <b>Jun. 2018</b> | \$124,362   | \$112,529,037 |
| <b>Jul. 2018</b> | \$128,627   | \$107,211,401 |
| <b>Aug. 2018</b> | \$128,919   | \$109,428,585 |
| <b>Sep. 2018</b> | \$120,121   | \$105,468,340 |
| <b>Oct. 2018</b> | \$124,667   | \$107,742,243 |
| <b>Nov. 2018</b> | \$131,415   | \$112,348,128 |
| <b>Dec. 2018</b> | \$152,312   | \$125,505,352 |

Note: This data is based on Virginia sales tax revenues deposited, rather than the actual taxable sales figures as reported on a dealer's return.

Source: Virginia Department of Taxation,  
Revenue Forecasting.

## IV. Education Profile

### Overview

The Education Profile for Norton city provides an assortment of data collected from the United States Census Bureau and the National Center for Education Statistics (NCES).



### Related Terms and Definitions

#### **Associate's degree**

An award that normally requires at least two but less than four years of full-time equivalent college work.

#### **Bachelor's degree**

An award that normally requires at least four but not more than five years of full-time equivalent college-level work.

#### **Post-baccalaureate certificate**

An award that requires completion of an organized program of study equivalent to 18 semester credit hours beyond the bachelor's. It is designed for persons who have completed a bachelor's degree, but do not meet the requirements of a master's degree.

#### **Master's degree**

An award that requires the successful completion of a program of study of at least the full-time equivalent of one but not more than two academic years of work beyond the bachelor's degree.

#### **Post-master's certificate**

An award that requires completion of an organized program of study equivalent to 24 semester credit hours beyond the master's degree, but does not meet the requirements of academic degrees at the doctor's level.

#### **Doctor's degree**

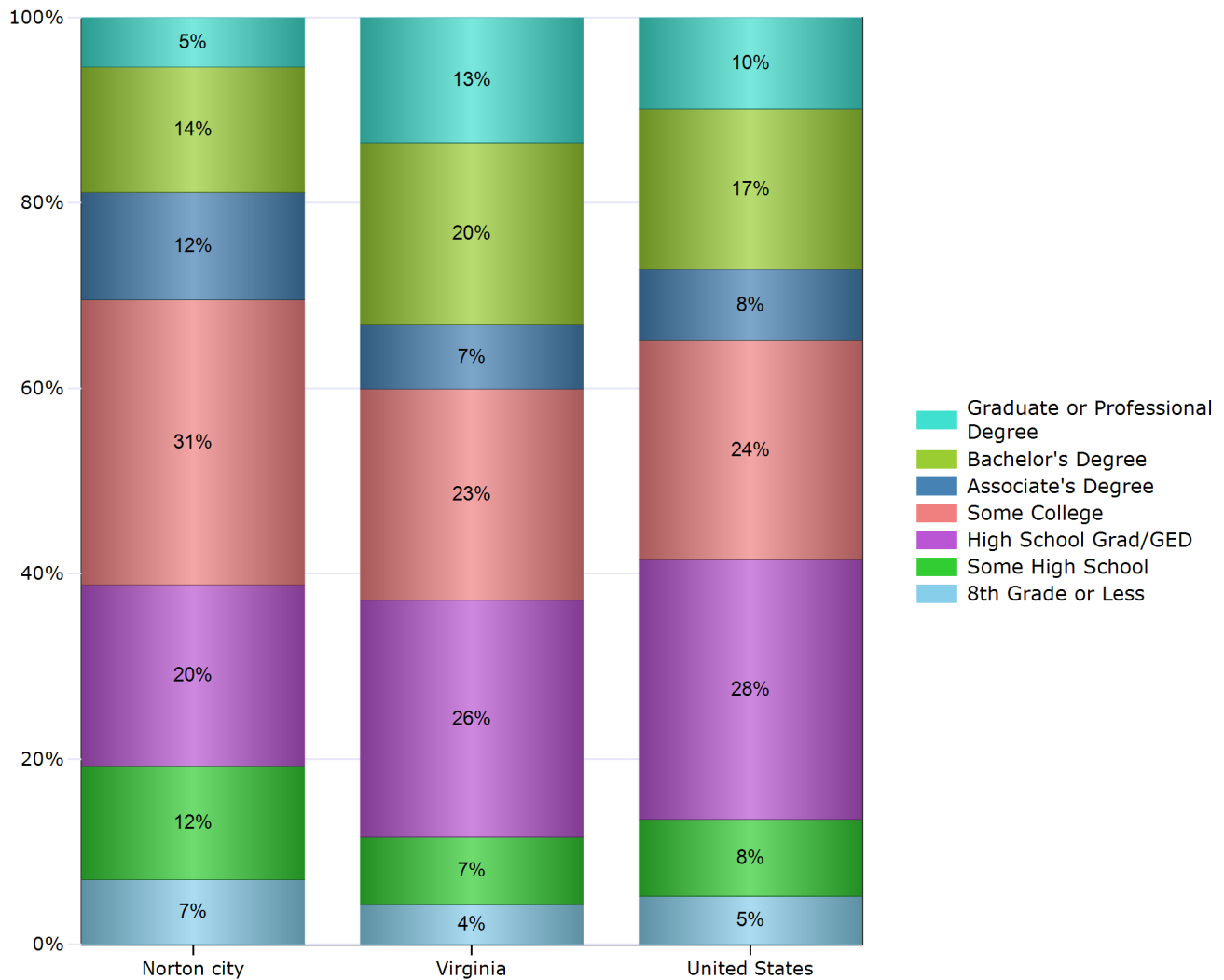
The highest award a student can earn for graduate study.

#### **First-professional degree**

An award that requires completion of a program that meets all of the following criteria: (1) completion of the academic requirements to begin practice in the profession; (2) at least two years of college work prior to entering the program; and (3) a total of at least six academic years of college work to complete the degree program, including prior required college work plus the length of the professional program itself.

## Educational Attainment

(Population 18 years and over)

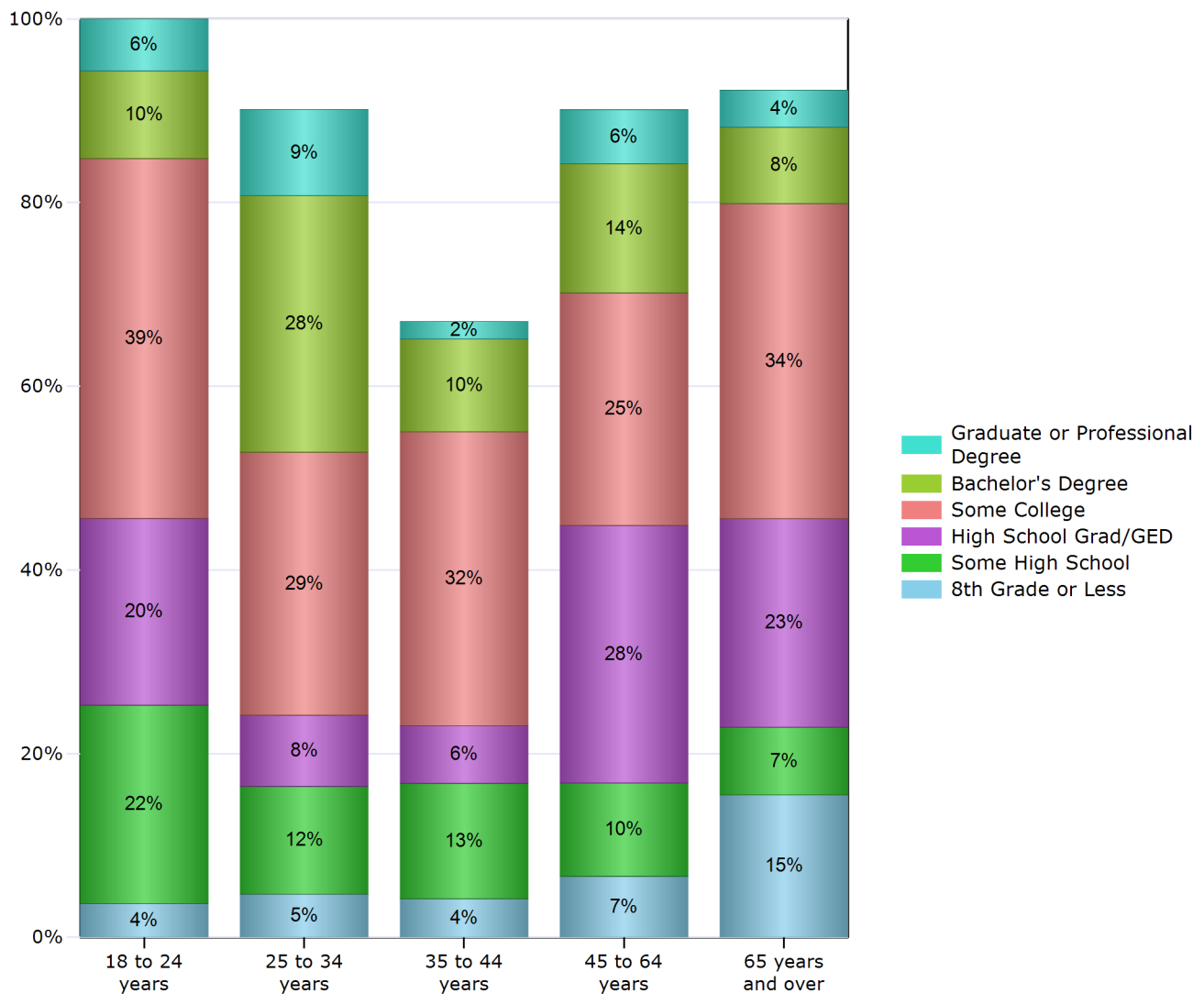


|  | Norton city  | Virginia         | United States      |
|--|--------------|------------------|--------------------|
| <b>8th Grade or Less</b>               | 224          | 275,329          | 12,639,425         |
| <b>Some High School</b>                | 393          | 464,075          | 20,093,117         |
| <b>High School Grad/GED</b>            | 629          | 1,633,105        | 68,044,371         |
| <b>Some College</b>                    | 987          | 1,457,887        | 57,431,237         |
| <b>Associate's Degree</b>              | 373          | 440,219          | 18,586,866         |
| <b>Bachelor's Degree</b>               | 434          | 1,258,661        | 42,027,629         |
| <b>Graduate or Professional Degree</b> | 172          | 862,686          | 24,008,551         |
|  | <b>3,212</b> | <b>6,391,962</b> | <b>242,831,196</b> |

Source: U.S. Census Bureau  
American Community Survey, 2011-2015.



## Educational Attainment by Age

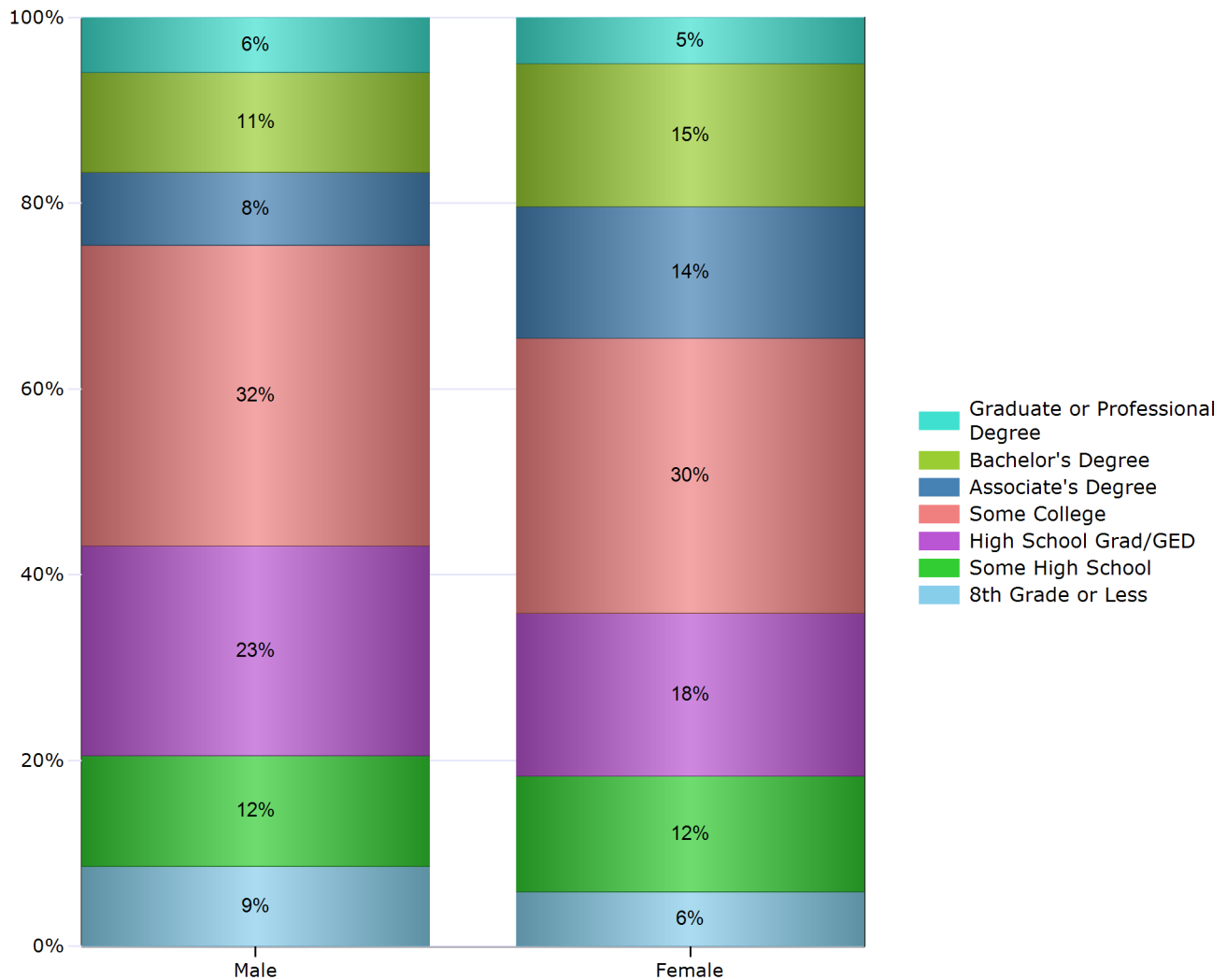


|  | 18 - 24    | 25 - 34    | 35 - 44    | 45 - 64      | 65+        | Total        |
|--|------------|------------|------------|--------------|------------|--------------|
| <b>8th Grade or Less</b>               | 20         | 20         | 22         | 78           | 84         | <b>224</b>   |
| <b>Some High School</b>                | 118        | 50         | 66         | 119          | 40         | <b>393</b>   |
| <b>High School Grad/GED</b>            | 111        | 33         | 33         | 329          | 123        | <b>629</b>   |
| <b>Some College</b>                    | 214        | 122        | 168        | 297          | 186        | <b>987</b>   |
| <b>Associate's Degree</b>              |            | 42         | 173        | 116          | 42         | <b>373</b>   |
| <b>Bachelor's Degree</b>               | 52         | 119        | 53         | 165          | 45         | <b>434</b>   |
| <b>Graduate or Professional Degree</b> | 31         | 40         | 10         | 69           | 22         | <b>172</b>   |
|  | <b>546</b> | <b>426</b> | <b>525</b> | <b>1,173</b> | <b>542</b> | <b>3,212</b> |

Source: U.S. Census Bureau  
American Community Survey, 2011-2015.

## Educational Attainment by Gender

(Population 18 years and over)

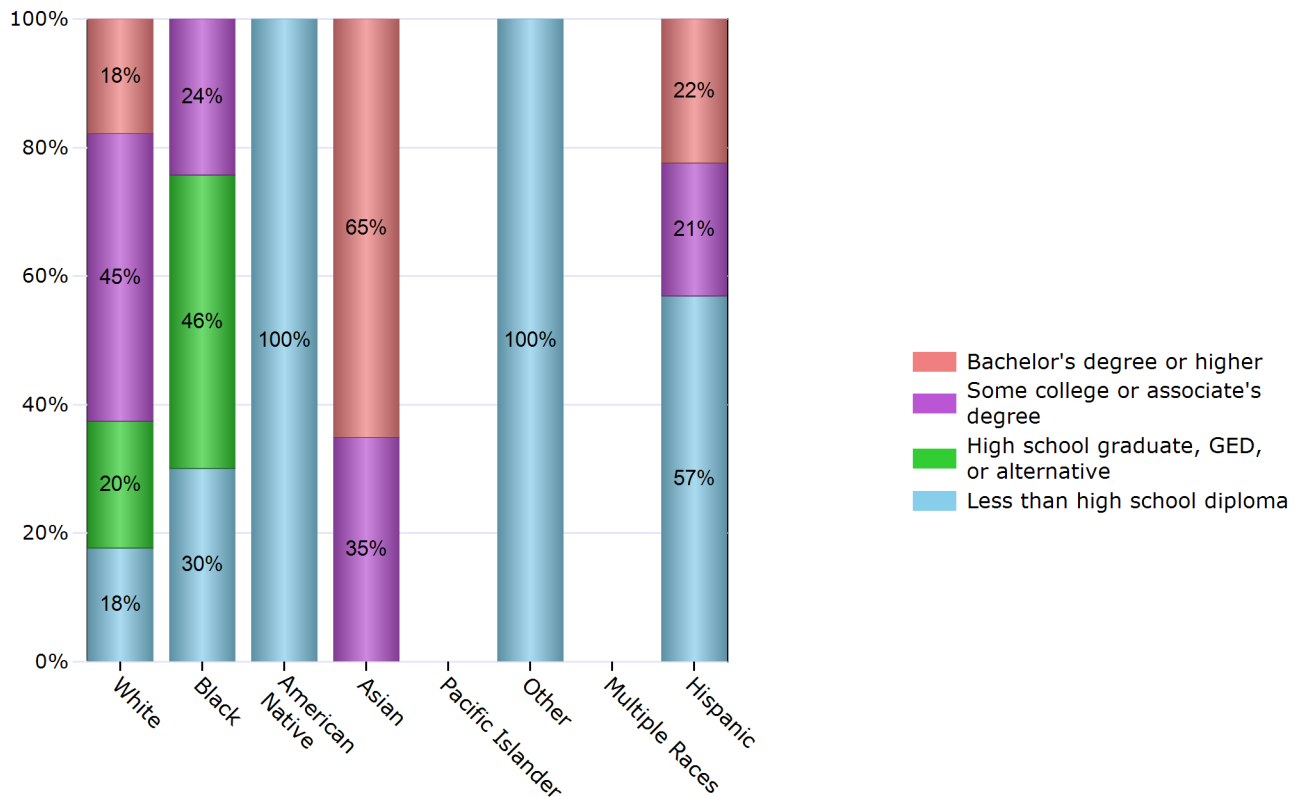


|  | Male         | Female       | Total        |
|--|--------------|--------------|--------------|
| <b>8th Grade or Less</b>               | 112          | 112          | <b>224</b>   |
| <b>Some High School</b>                | 155          | 238          | <b>393</b>   |
| <b>High School Grad/GED</b>            | 294          | 335          | <b>629</b>   |
| <b>Some College</b>                    | 421          | 566          | <b>987</b>   |
| <b>Associate's Degree</b>              | 102          | 271          | <b>373</b>   |
| <b>Bachelor's Degree</b>               | 140          | 294          | <b>434</b>   |
| <b>Graduate or Professional Degree</b> | 77           | 95           | <b>172</b>   |
|  | <b>1,301</b> | <b>1,911</b> | <b>3,212</b> |

Source: U.S. Census Bureau  
American Community Survey, 2011-2015.

## Educational Attainment by Race/Ethnicity

(Population 25 years and over)



|                                  | Less than high school diploma | High school grad, GED, or alternative | Some college or associate's degree | Bachelor's degree or higher | Total        |
|----------------------------------|-------------------------------|---------------------------------------|------------------------------------|-----------------------------|--------------|
| <b>Race</b>                      |                               |                                       |                                    |                             |              |
| White                            | 423                           | 471                                   | 1,069                              | 426                         | <b>2,389</b> |
| Black or African American        | 31                            | 47                                    | 25                                 | 0                           | <b>103</b>   |
| American Indian or Alaska Native | 5                             | 0                                     | 0                                  | 0                           | <b>5</b>     |
| Asian                            | 0                             | 0                                     | 52                                 | 97                          | <b>149</b>   |
| Native Hawaiian/Pacific Islander | 0                             | 0                                     | 0                                  | 0                           | <b>0</b>     |
| Other                            | 20                            | 0                                     | 0                                  | 0                           | <b>20</b>    |
| Multiple Races                   | 0                             | 0                                     | 0                                  | 0                           | <b>0</b>     |
| <b>Ethnicity</b>                 |                               |                                       |                                    |                             |              |
| Hispanic or Latino (of any race) | 33                            | 0                                     | 12                                 | 13                          | <b>58</b>    |
|                                  | <b>512</b>                    | <b>518</b>                            | <b>1,158</b>                       | <b>536</b>                  | <b>2,724</b> |

Source: U.S. Census Bureau  
American Community Survey, 2011-2015.

## Graduate Data Trends

*Norton city*

|      | Cert.<br><1 yr. | Cert.<br>1-2 yrs. | Assoc. | Cert.<br>2-4 yrs. | BA | Cert.<br>Post-BA | MA | Cert.<br>Post-MA | Ph.D. | 1st<br>Prof. |
|------|-----------------|-------------------|--------|-------------------|----|------------------|----|------------------|-------|--------------|
| 2006 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2007 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2008 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2009 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2010 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2011 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2012 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2013 |                 |                   |        |                   |    |                  |    |                  |       |              |
| 2016 |                 |                   |        |                   |    |                  |    |                  |       |              |

Note: This table only reflects degrees completed from institutions within Norton city

*Virginia Statewide*

|      | Cert.<br><1 yr. | Cert.<br>1-2 yrs. | Assoc. | Cert.<br>2-4 yrs. | BA     | Cert.<br>Post-BA | MA     | Cert.<br>Post-MA | Ph.D. | 1st<br>Prof. |
|------|-----------------|-------------------|--------|-------------------|--------|------------------|--------|------------------|-------|--------------|
| 2006 | 4,213           | 4,298             | 14,431 | 102               | 39,247 | 608              | 12,429 | 225              | 1,440 | 2,490        |
| 2007 | 4,478           | 3,686             | 15,519 | 116               | 40,381 | 650              | 12,781 | 252              | 1,516 | 2,626        |
| 2008 | 5,197           | 3,813             | 16,207 | 134               | 39,160 | 725              | 13,802 | 334              | 1,080 | 2,168        |
| 2009 | 6,259           | 4,587             | 17,179 | 85                | 40,233 | 756              | 15,445 | 300              | 925   | 2,064        |
| 2010 | 7,648           | 8,158             | 21,014 | 374               | 45,361 | 915              | 18,889 | 601              | 2,100 | 2,598        |
| 2011 | 6,972           | 12,557            | 24,306 | 473               | 49,109 | 1,055            | 20,697 | 727              | 2,329 | 2,658        |
| 2012 | 8,825           | 12,801            | 26,199 | 620               | 53,051 | 1,215            | 21,516 | 686              | 2,095 | 3,298        |
| 2013 | 8,153           | 12,179            | 25,854 | 484               | 54,778 | 1,067            | 22,782 | 706              | 2,230 | 2,963        |
| 2016 | 8,643           | 11,912            | 25,125 | 608               | 61,852 | 2,032            | 24,717 | 640              | 2,328 | 2,931        |

Source: U.S. Department of Education,  
Institute of Education Sciences (IES).

## Did you know...

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provided by the U.S. Department of Education?

For this data and more, visit us on the web at:

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)



## Training Providers

**Mountain Empire Community College**

3441 Mountain Empire Road

Big Stone Gap, VA 24219

Phone: (276) 523-2400

<http://www.mecc.edu>

Number of 2016 graduates: 756

**Southwest Virginia Community College**

369 College Road Us Rt. 19, 6

Richlands, VA 24641

Phone: (276) 964-2555

<http://sw.edu>

Number of 2016 graduates: 718

**The University of VA's College at Wise**

1 College Avenue

Wise, VA 24293

Phone: (276) 328-0100

<http://https://www.uvawise.edu/>

Number of 2016 graduates: 312

**Bluefield College**

3000 College Avenue

Bluefield, VA 24605

Phone: (276) 326-3682

<http://www.bluefield.edu>

Number of 2016 graduates: 258

**Appalachian School of Law**

1169 Edgewater Drive

Grundy, VA 24614

Phone: (276) 935-4349 ext. 1231

<http://www.asl.edu>

Number of 2016 graduates: 82

*Source: U.S. Department of Education,  
Institute of Education Sciences (IES), 2016.*